

# SHEAFFER'S

Pens—Pencils—Giftie Sets  
“Skrip”—Successor to Ink

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*Perfection in  
Their Field*

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Catalog No. A 1

**W. A. SHEAFFER PEN COMPANY**  
**FORT MADISON, IOWA**

**BRANCHES:**

NEW YORK  
370 7th Avenue

CHICAGO  
506 Republic Bldg.

DENVER  
502 Jacobson Bldg.

SAN FRANCISCO  
681 Market Street

## *Foreword*

SHEAFFER Products, perfection in their field, and acknowledged by writing authorities as Instruments of precision, are priced within the reach of all. "Lifetime" with never failing trueness of operation and "Propel-Repel-Expel" with its outstanding superiorities places every Sheaffer dealer in a position to dominate quality sales in their field.

Our No. 46 Special, retailing for \$5.00 is unquestionably the best pen on the market selling for less than \$8.75.

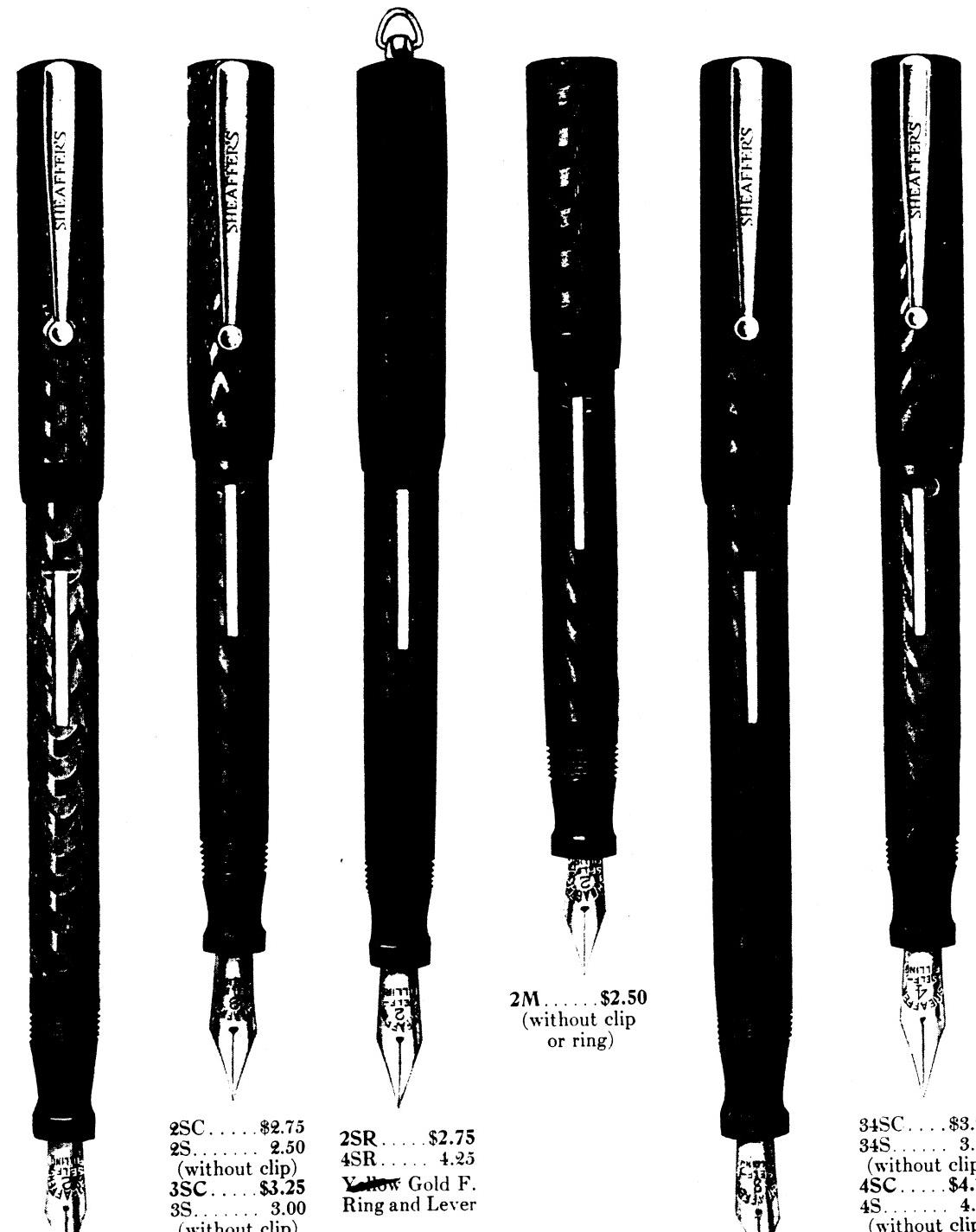
For the writing requirements of the Boy and Girl nothing compares to our No. 22 Student's Special. It is our sturdy small pen.

Sheaffer Giftie Sets are pronounced by thousands of the most critical as the Gifts distinctive for every season and the "Gifts that Last."

Those who are familiar with the evolution and improvements in fountain pens realize that the great majority of important innovations in fountain pens have been developed in the mind of Mr. W. A. Sheaffer. Mr. Sheaffer was the original inventor of the present type lever pen and this Company was the first Company to market the lever pen. The importance of the invention to the fountain pen industry is plainly pointed out by the fact that the lever pen is predominant today. The supreme quality of the device, however, remains in Sheaffer's Self-Filling Pen.

Sheaffer's success, reputation and basic principle in the manufacturing of our products is built upon making writing instruments that perform their duty when required.

# Sheaffer's Regular Line Fountain Pens



2M.....\$2.50  
(without clip  
or ring)

2C.....\$2.75

2S.....2.50  
(without clip)

3SC.....\$3.25

3S.....3.00  
(without clip)

2SC.....\$2.75

2SR.....\$2.75

4SR.....4.25

Yellow Gold F.

Ring and Lever

34SC.....\$3.75

34S.....3.50  
(without clip)

4SC.....\$4.25

4S.....4.00  
(without clip)

5SC.....\$5.25

2C.....\$2.75

2.....2.50  
(without clip)

3C.....\$3.25

3.....3.00  
(without clip)

34C.....\$3.75

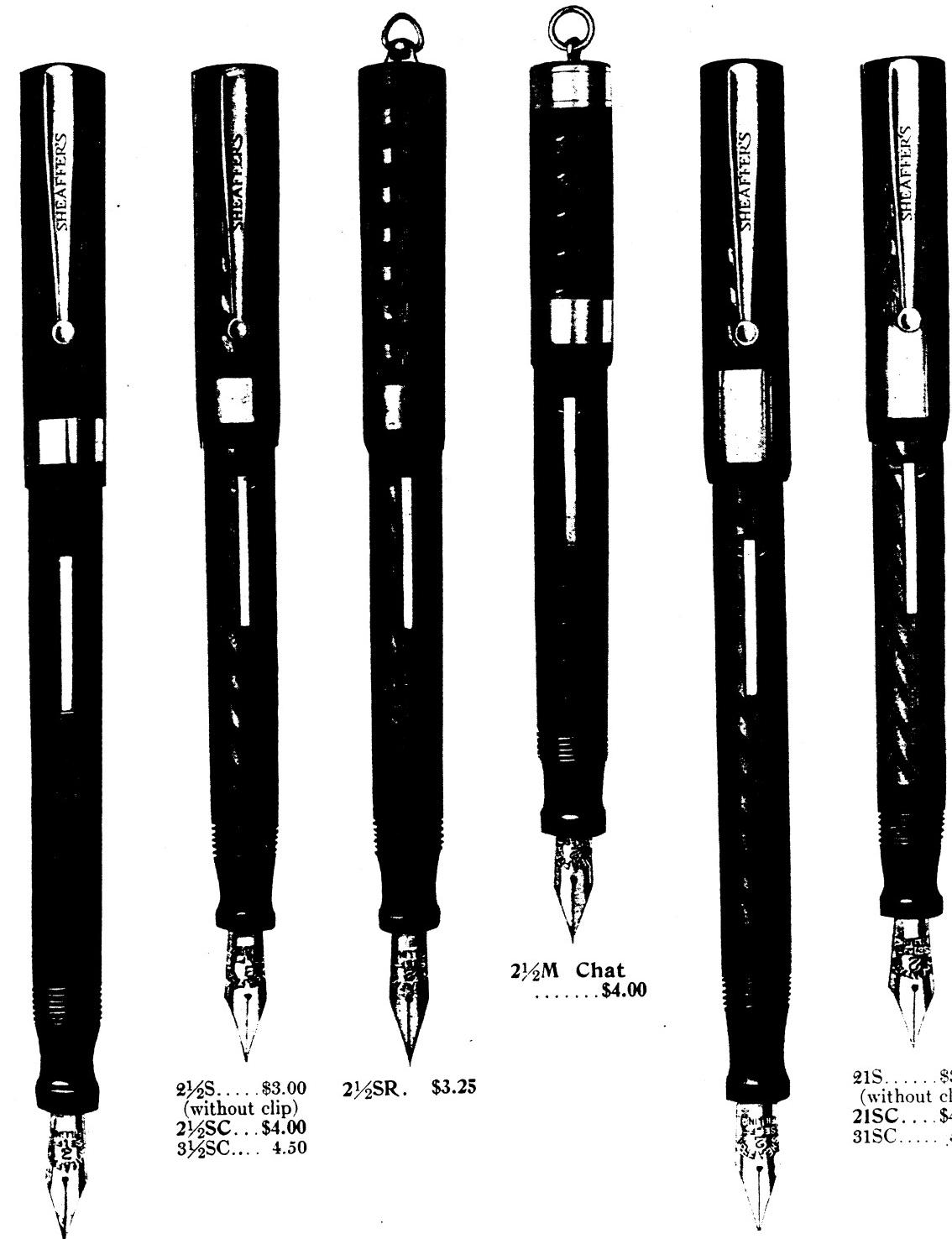
34.....3.50  
(without clip)

4C.....\$4.25

5C.....5.25

Above Pens Furnished in Points for All Grades of Fineness  
To Insure Writing Satisfaction Use Sheaffer's "Skrip."

## Sheaffer's Regular Line Fountain Pens



2½.....\$3.00  
(without clip)  
2½C....\$4.00

2½S....\$3.00  
(without clip)  
2½SC...\$4.00  
3½SC... 4.50

2½SR. \$3.25

2½M Chat  
.....\$4.00

21S.....\$3.50  
(without clip)  
21SC....\$4.50  
31SC.... 5.00

21.....\$3.50  
(without clip)  
21C....\$4.50  
31C.... 5.00

Mountings and Clips Above are Yellow Gold F

To Insure Writing Satisfaction Use Sheaffer's "Skrip"

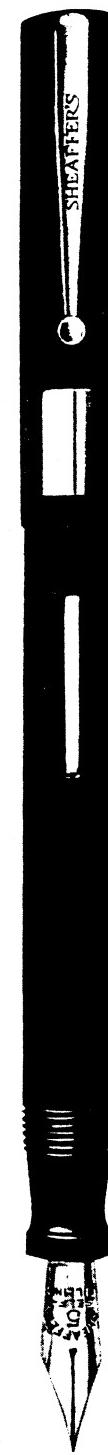
# Sheaffer's Regular Line Fountain Pens



2M Chat \$3.50



3S Chat \$4.00



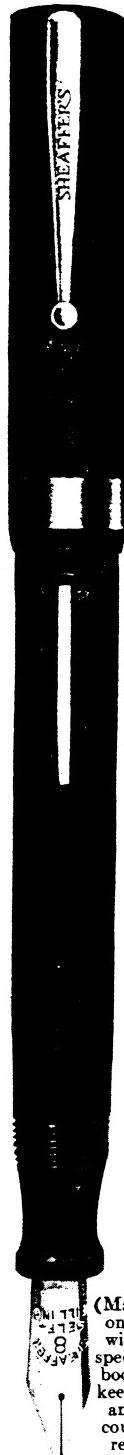
341C....\$5.50  
41C.....6.00  
51C.....7.00



341SC...\$5.50  
41SC.....6.00



61C.....\$8.00



8 1/2 C....\$8.75

(Made  
only  
with  
special  
book-  
keeper  
and  
court  
re-  
porter  
points)

Mountings and Clips Above are  
Yellow Gold F

To Insure Writing Satisfaction  
Use Sheaffer's "Skrip"

## Sheaffer's Student Special Pens

The Student's Special Pens illustrated below were developed primarily as a Junior student's pen. Pen manufacturers have neglected this important end of the business. They have not attempted to make a pen suited particularly to the requirements of younger students.

Our Lifetime Pen, built for the students of more mature age, is unsurpassed. While the 22 Student's Special is furnished for grade and high school students, it is particularly suited to the writing requirements of the ladies. The special nib is somewhat stiff. It is flexible enough to write easily, yet stands a variety of writing positions. We have selected a distinctive chasing—something entirely different. A very narrow band reinforces the cap and with the gold filled clip and lever gives the pen a neat appearance. There has never been a pen on the market at anywhere near the price that will give the service and meet every requirement of the junior student like this new 22 Student's Special.



22C.....\$3.75



22SC....\$3.75



22SR....\$3.75

Above Pens Furnished in Extra Fine, Fine, Medium, Coarse and Stub Points

Mountings and Clips Above are Yellow Gold F  
To Insure Writing Satisfaction Use Sheaffer's "Skrip"

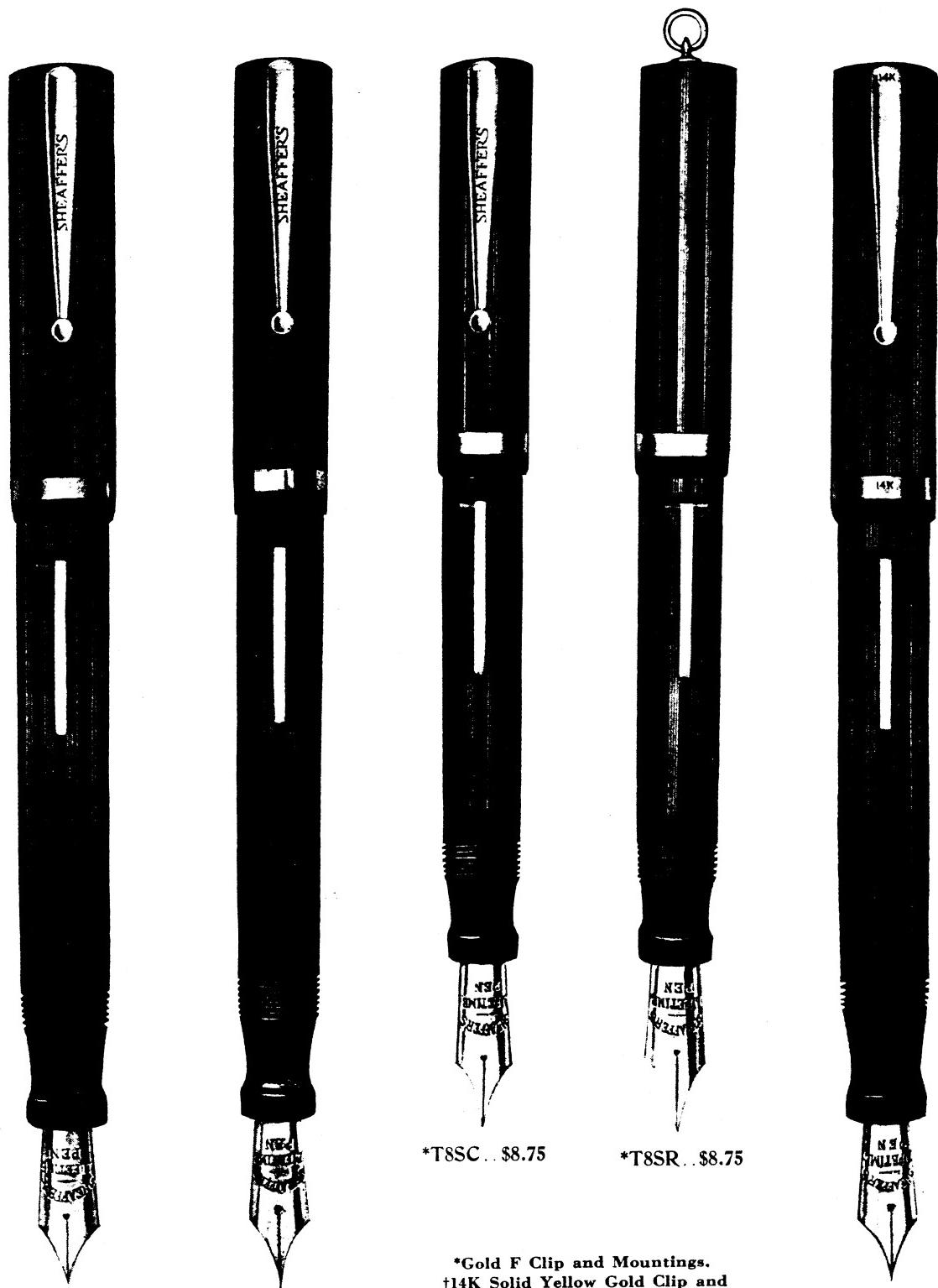
## Lifetime Pen

THE Lifetime acknowledged in Pen-dom as the foremost writing instrument and considered by Mr. W. A. Sheaffer, the inventor, as his masterpiece, is a writing instrument of unusual precision. Our confidence in it permits our placing on every Lifetime gold pen point our *unconditional guarantee against defects and accidents*—a guarantee which is unequaled.

Every customer who steps into your store is a possible Lifetime purchaser. The Lifetime Pen, as well as the entire Sheaffer line, requires merchandising by the dealer. It must be brought to the attention of the customer. It is not as spectacular as it is sturdy and distinctive. Dealers who have made it a point to have customers who are not thinking of purchasing a fountain pen, grip the Lifetime Pen and write with it, report that they sell as high as 70% of these customers.

There are few items in your entire stock which hold the value of returns to you and worth to the customer that a fountain pen and pencil line should hold. It is worth good live merchandising and concentrated pushing at all times.

## Sheaffer's "Lifetime"



\*8C.....\$8.75

\*T8C....\$8.75

\*T8SC...\$8.75

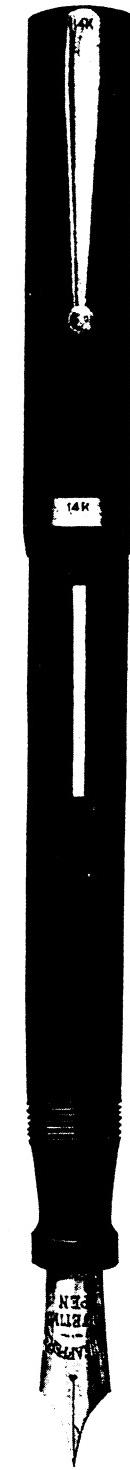
\*T8SR...\$8.75

†88C...\$11.00

**\*Gold F Clip and Mountings.  
†14K Solid Yellow Gold Clip and  
Mounting**

To Insure Writing Satisfaction Use Sheaffer's "Skrip"

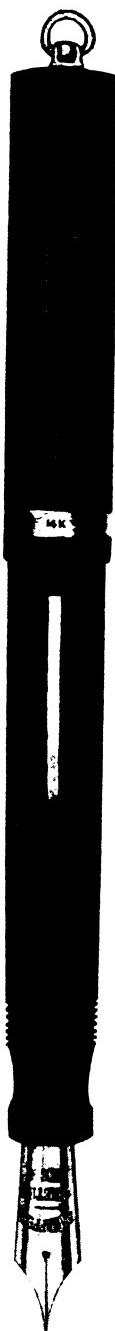
## Sheaffer's "Lifetime"



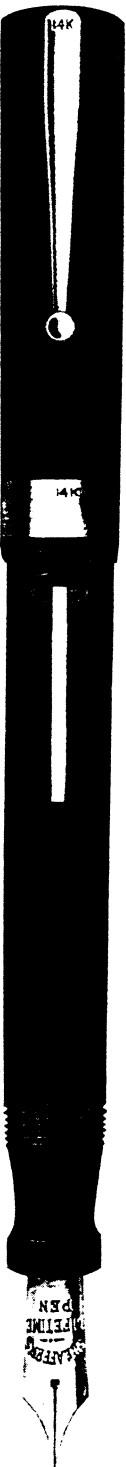
T88C...\$11.00



T88SC...\$11.00



T88SR...\$11.00

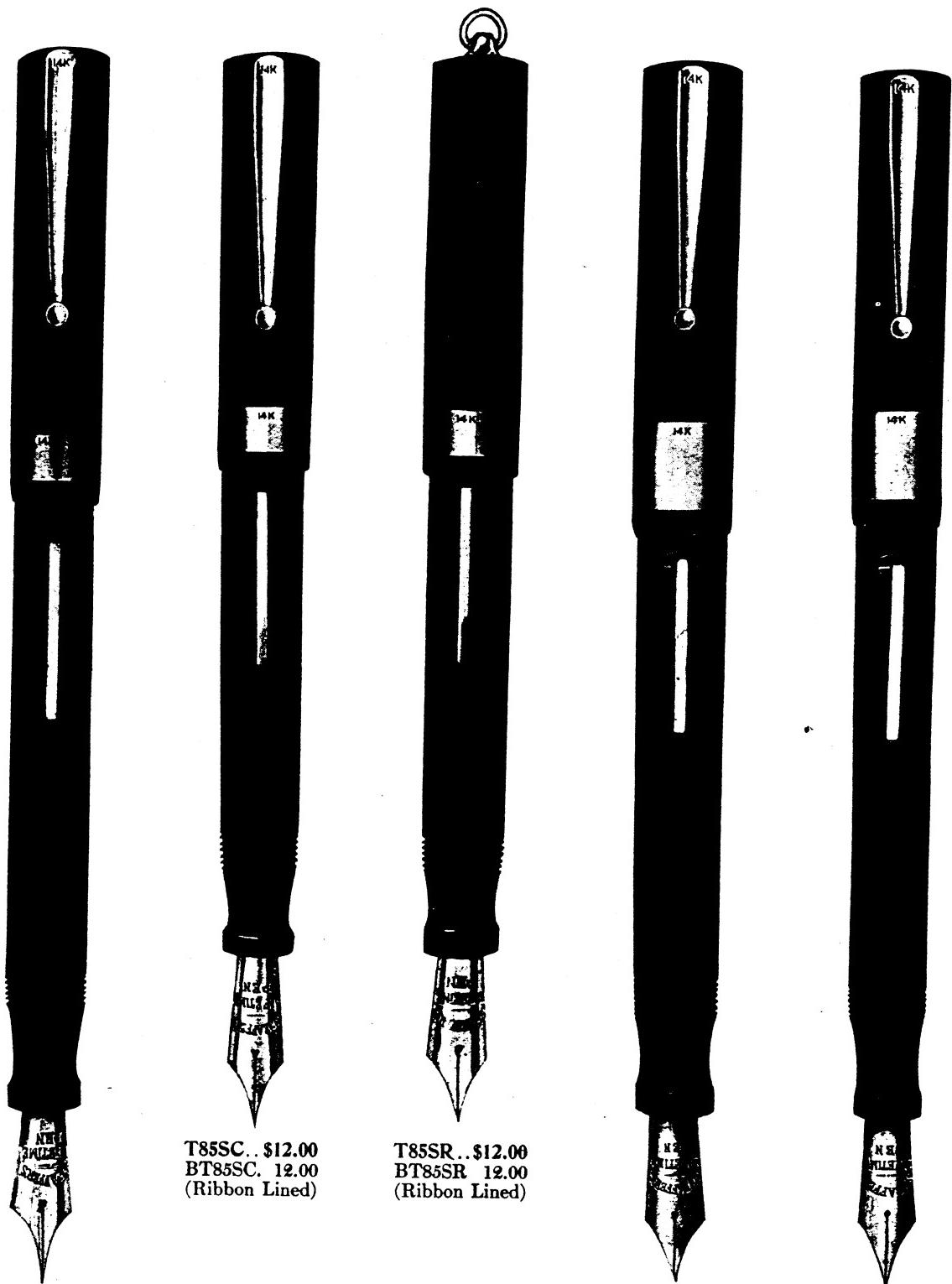


85C....\$12.00  
B85C....12.00  
(Ribbon Lined)

Mountings and Clips Above are 14K Solid  
Yellow Gold

To Insure Writing Satisfaction Use Sheaffer's "Skrip"

## Sheaffer's "Lifetime"



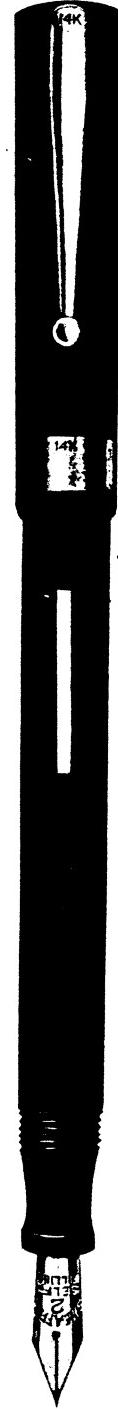
T85C... \$12.00  
BT85C.. 12.00  
(Ribbon Lined)

T85SC.. \$12.00  
BT85SC. 12.00  
(Ribbon Lined)

Mountings and Clips Above are 14K Solid Yellow Gold  
To Insure Writing Satisfaction Use Sheaffer's "Skrip"  
89C....\$15.00  
BT89C.. 15.00  
(Ribbon Lined)

B89C... 15.00  
BT89C.. 15.00  
(Ribbon Lined)

## Sheaffer's Ebony Line



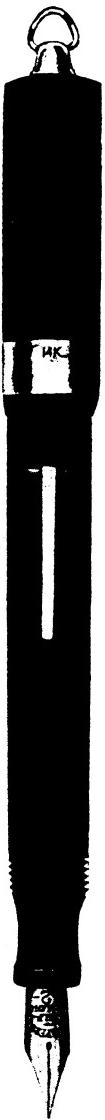
**29 1/2 C . . . \$7.00  
29 1/2 . . . 5.00  
(without clip)**



**29 1/2 M . . . \$5.00**



**29 1/2 SC . . . \$7.00  
29 1/2 S . . . 5.00  
(without clip)**



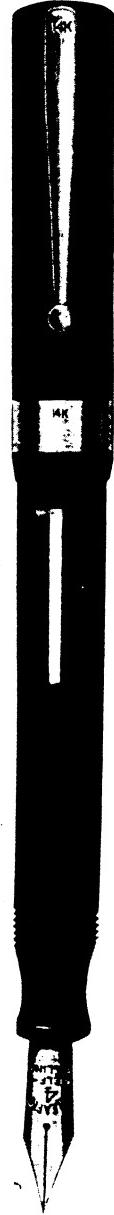
**29 1/2 MR . . . \$7.00**



**49 1/2 C . . . \$8.00**

**Mountings and Clips Above are 14K Solid Yellow Gold  
To Insure Writing Satisfaction Use Sheaffer's "Skrip"**

## Sheaffer's Ebony Line



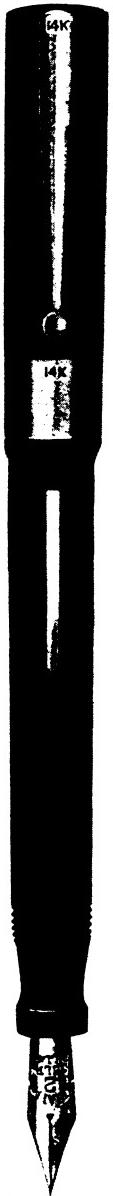
49½SC... \$8.50



29C.....\$8.00

39C.....8.50

Mountings and Clips Above are  
Solid 14K Yellow Gold



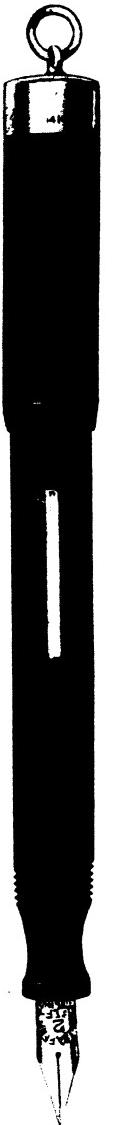
29SC.... \$8.00

29S..... 6.00

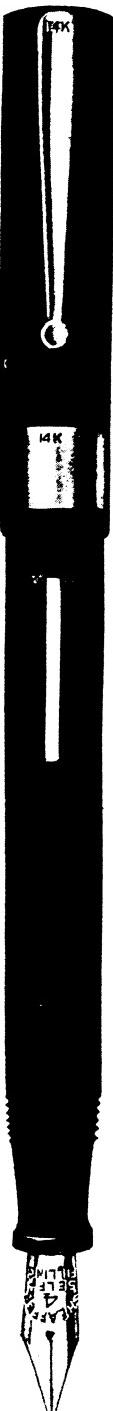
(without clip)

49SC.... \$9.50

59SC....10.50



29MC.... \$6.50



49C..... \$ 9.50

59C....10.50

To Insure Writing Satisfaction Use Sheaffer's "Skrip"

## The 46 Line

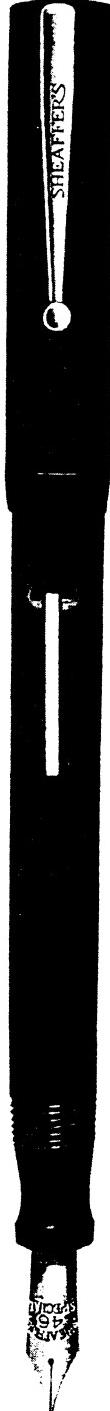
THIS beautiful line has met with wonderful success from the first day it was placed on the market. This is a special made pen throughout and should not be compared with the ordinary commercial pen on the market.

The 46 carries a special made semi-manifold nib—a nib stiff enough to be used for copying and at the same time, with enough flexibility to make writing a pleasure. The holders, too, carry our special 46 design chasing, distinctive and attractive.

The 46 special as shown by illustrations, is made in several styles in both red and black holders.

The 46 special carries our regular guarantee against defective material and workmanship. It is without a doubt the best writing and most attractive pen on the market selling for less than \$8.75. We recommend the black numbers for general use.

## Sheaffer's Red 46 Special Line



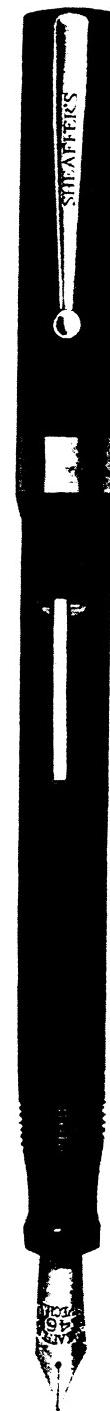
Red Pen  
R46C...\$5.00



Red Pen  
R46SC...\$5.00



Red Pen  
R46SR...\$5.00



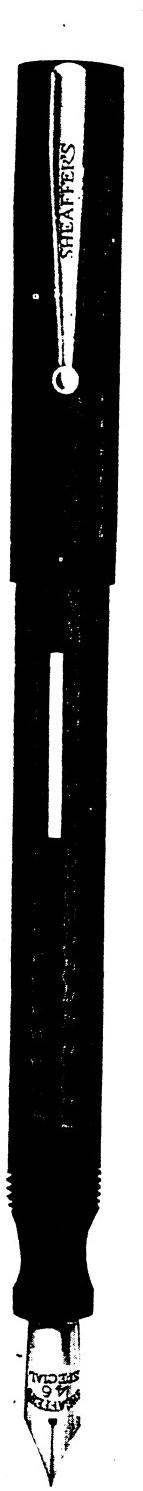
Red Pen  
R46 1/2 C...\$5.50



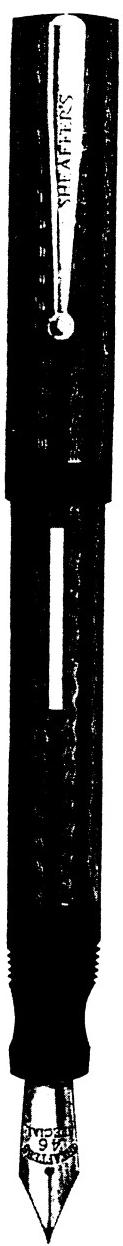
Red Pen  
R46 1/2 SC...\$5.50

Mountings and Clips Above are Yellow Gold F  
To Insure Writing Satisfaction Use Sheaffer's "Skrip"

## Sheaffer's Black 46 Special Line



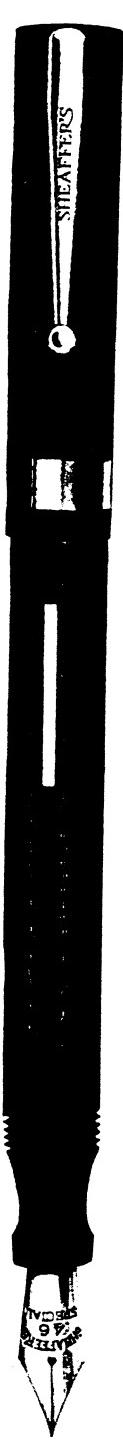
46C . . . \$5.00



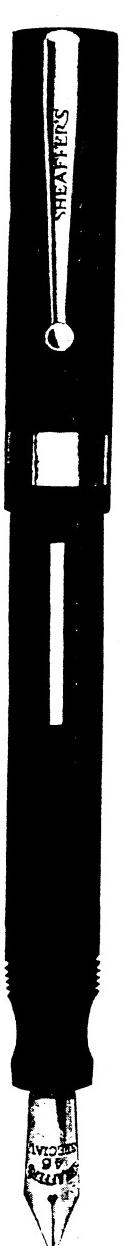
46SC . . . \$5.00



46SR . . . \$5.00



46½C . . . \$5.50

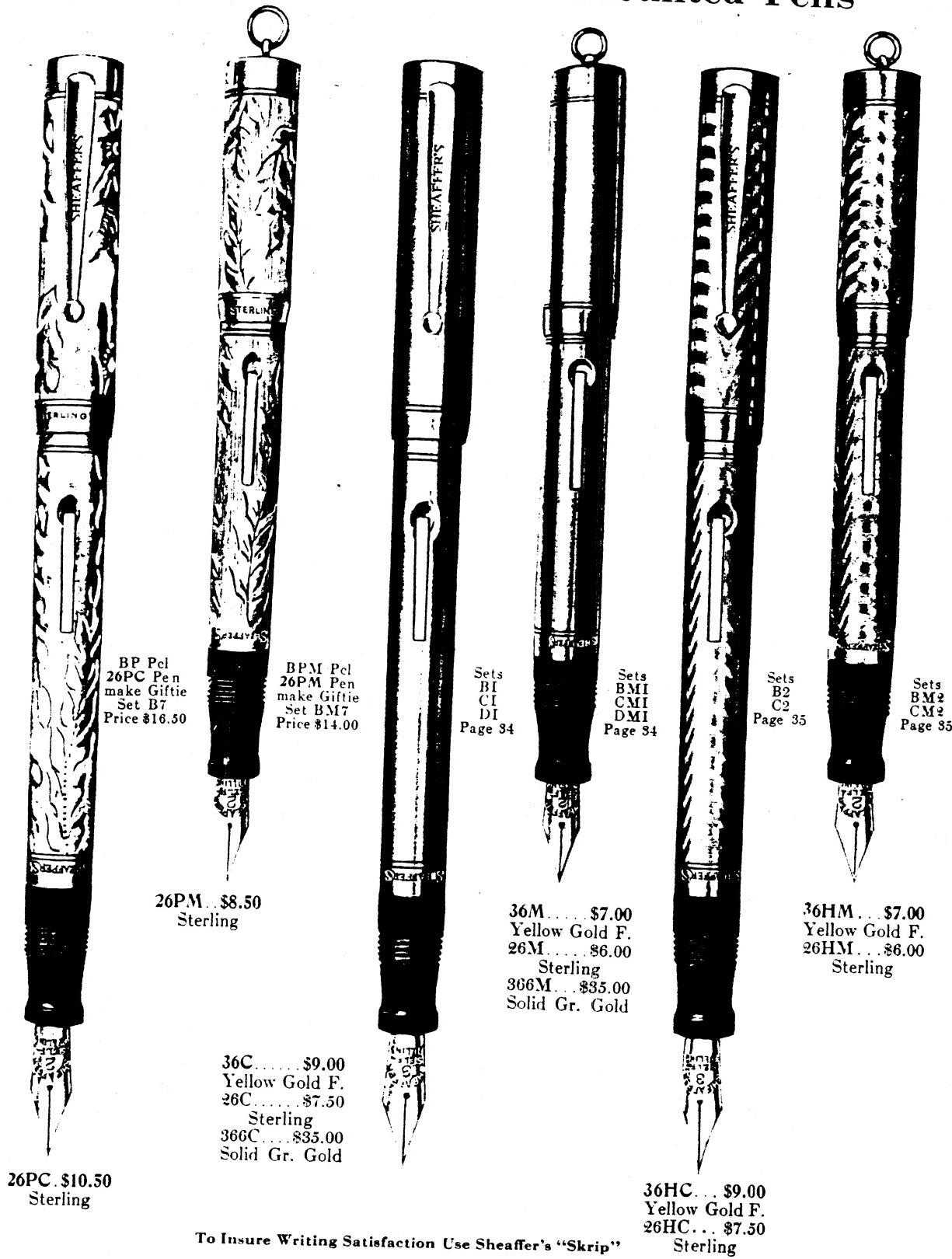


46½SC . . . \$5.50

Mountings and Clips above are  
Yellow Gold F

To Insure Writing Satisfaction Use Sheaffer's "Skrip"

# Sheaffer's Line of Full Mounted Pens



# Sheaffer's Line of Full Mounted Pens



Set  
G<sup>2</sup>  
Page 35

38HM... \$7.50  
Green Gold F.

36BC... \$9.50  
Yellow Gold F.  
26BC... \$8.00  
Sterling  
38BC... \$10.00  
Green Gold F.  
366BC... \$35.00  
Solid Green  
Gold

38HC... \$9.50  
Green Gold F.

To Insure Writing Satisfaction Use Sheaffer's "Skrip"

Set  
GM<sup>2</sup>  
Page 35

Sets  
B<sup>3</sup>  
C<sup>3</sup>  
D<sup>3</sup>  
G<sup>3</sup>  
Page 36



36BM... \$7.50  
Yellow Gold F.  
26BM... \$6.50  
Sterling  
38BM... \$8.00  
Green Gold F.  
366BM... \$25.00  
Solid Green  
Gold

Sets  
BMS  
CMS  
DM<sup>3</sup>  
GMS  
Page 36



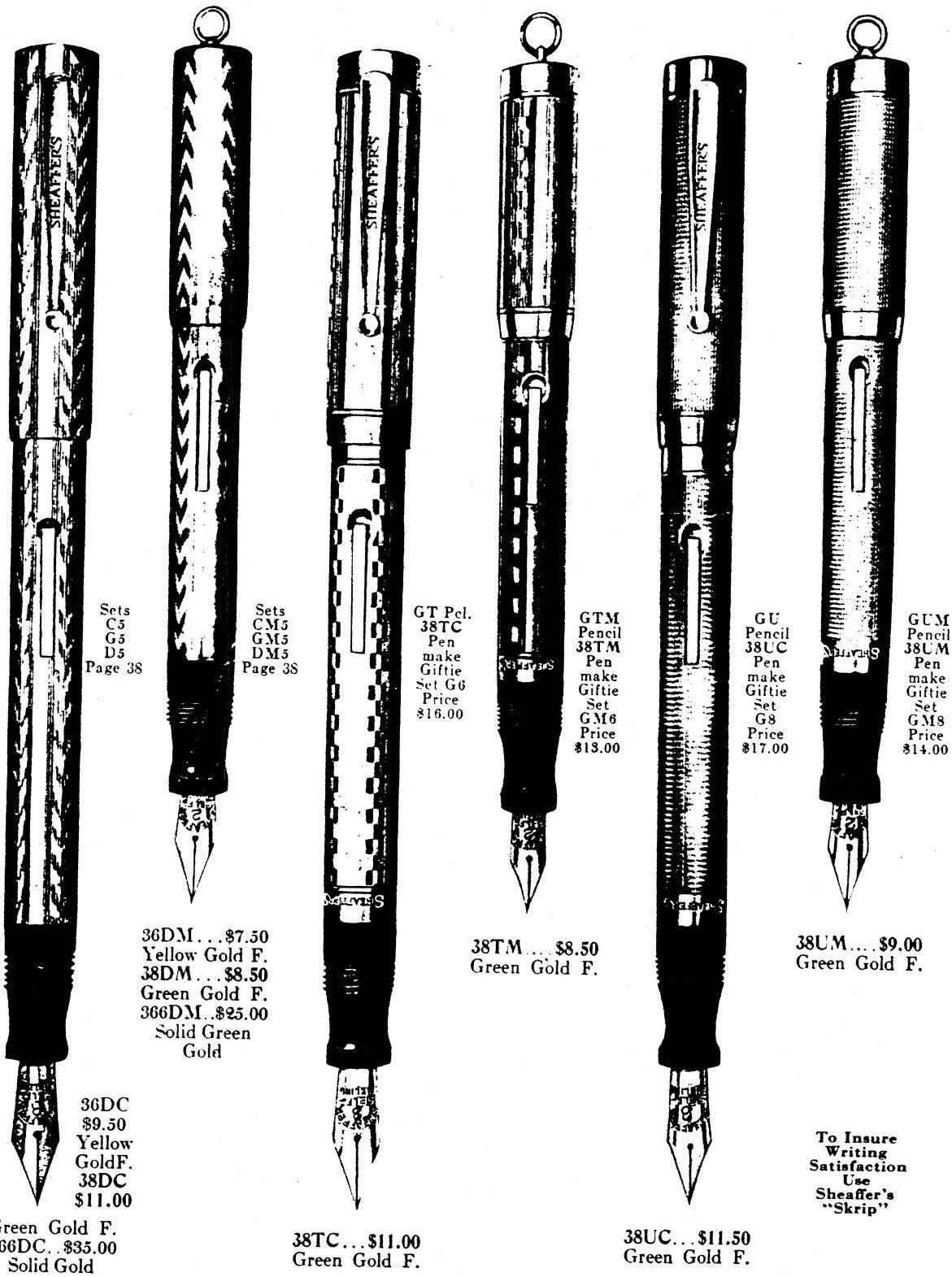
36EC... \$9.50  
Yellow Gold F.  
366EC... \$35.00  
Solid Green  
Gold

Sets  
C<sup>4</sup>  
D<sup>4</sup>  
Page 37

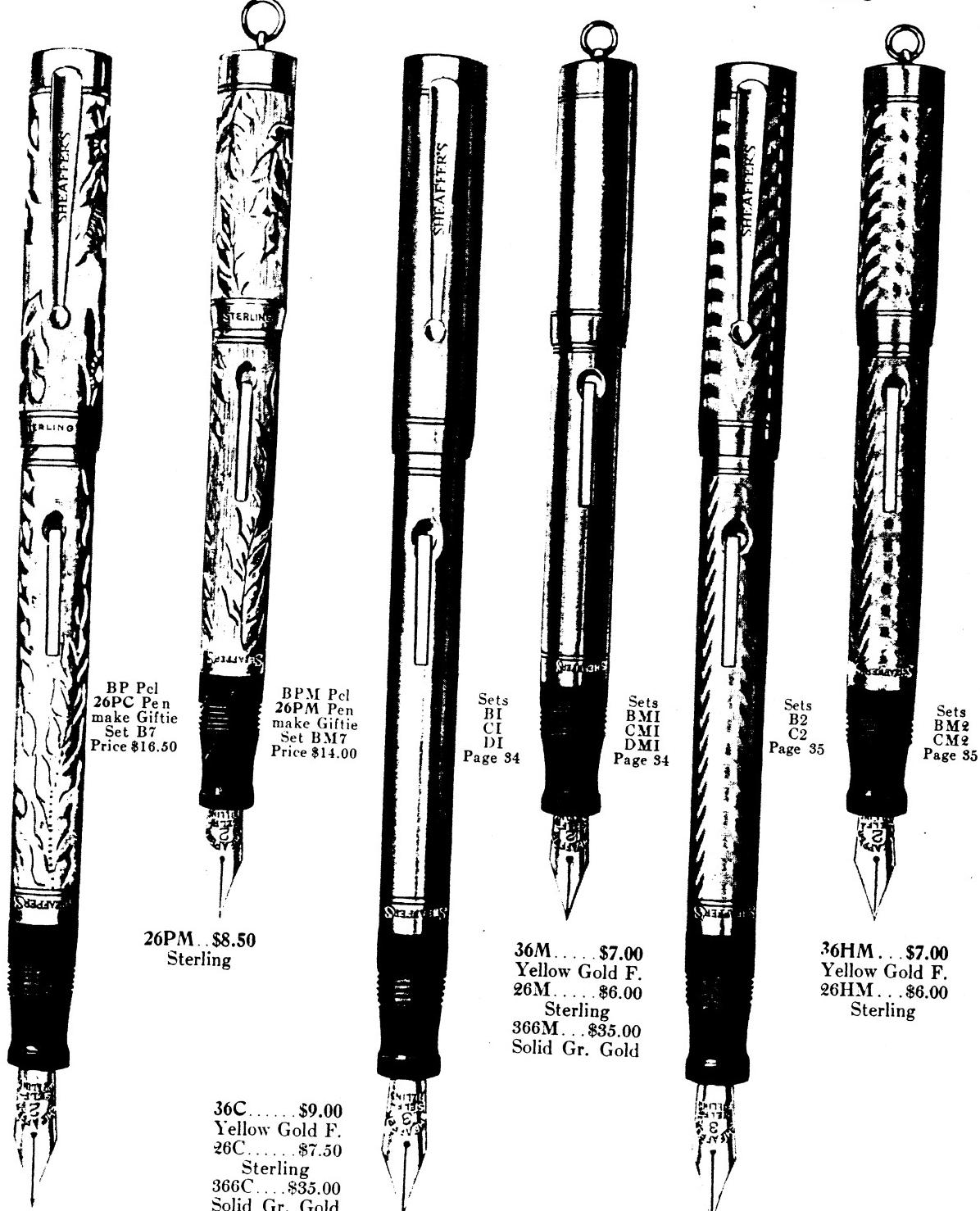
Sets  
CM<sup>4</sup>  
DM<sup>4</sup>  
Page 37

36EM... \$7.50  
Yellow Gold F.  
366EM... \$25.00  
Solid Green  
Gold

# Sheaffer's Line of Full Mounted Pens

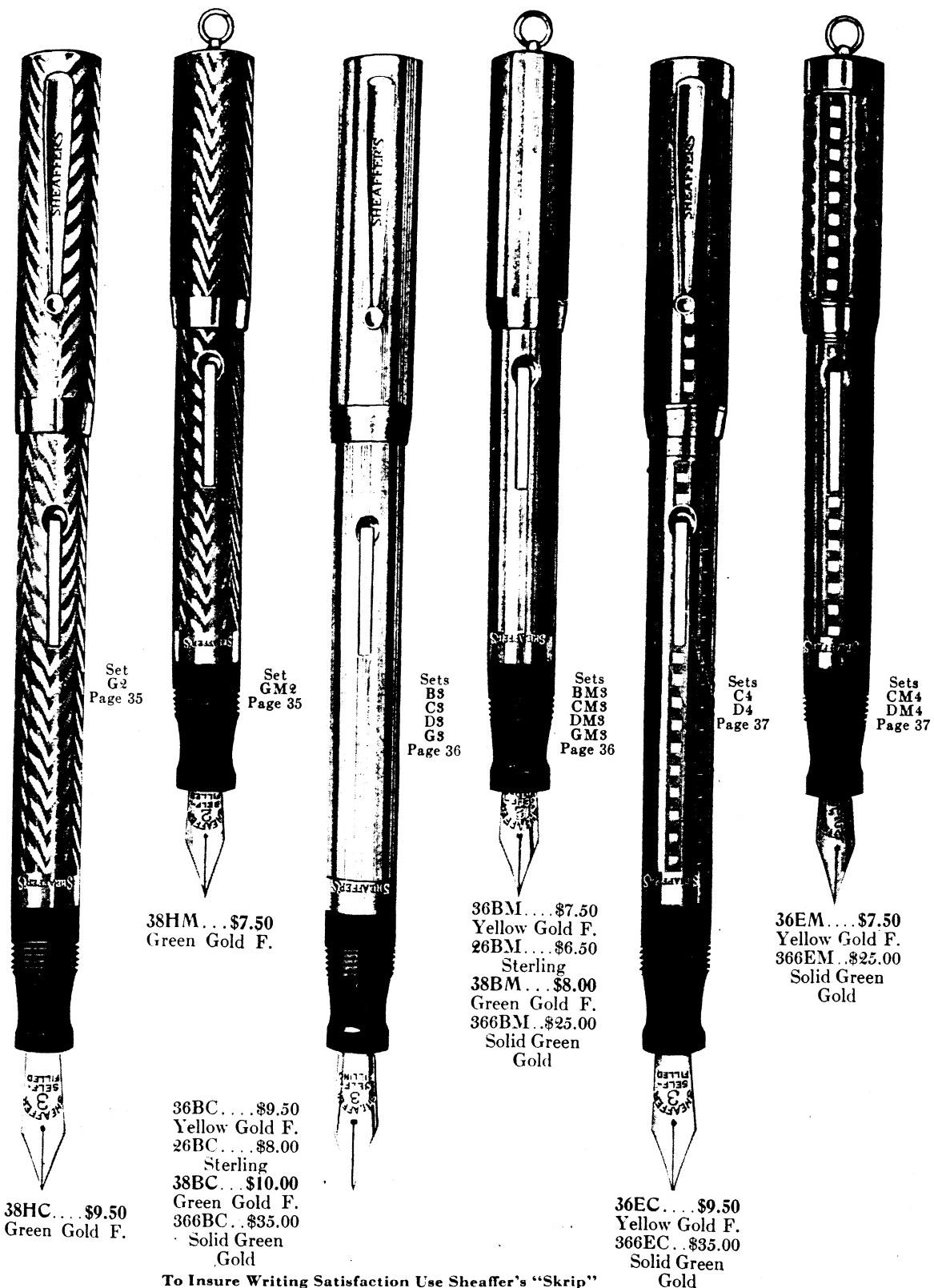


# Sheaffer's Line of Full Mounted Pens



To Insure Writing Satisfaction Use Sheaffer's "Skrip"

## Sheaffer's Line of Full Mounted Pens



To Insure Writing Satisfaction Use Sheaffer's "Skrip"

# **Sheaffer's Line of Full Mounted Pens**



To Insure  
Writing  
Satisfaction  
Use  
Sheaffer's  
"Skrip"

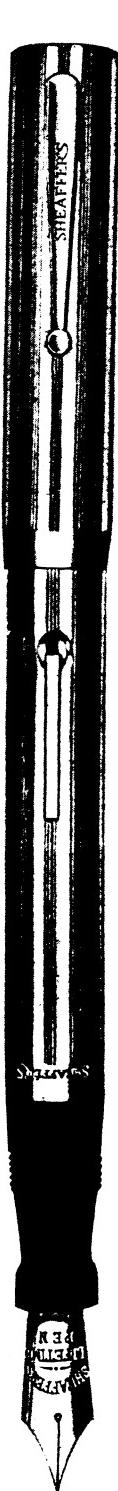
## Sheaffer's Line of Full Mounted Pens



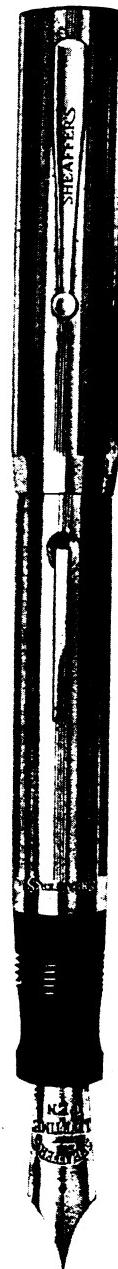
\*Net—See Discount Sheet

To Insure  
Writing  
Satisfaction  
Use  
Sheaffer's  
"Skrip"

## Sheaffer's Line of Full Mounted Pens



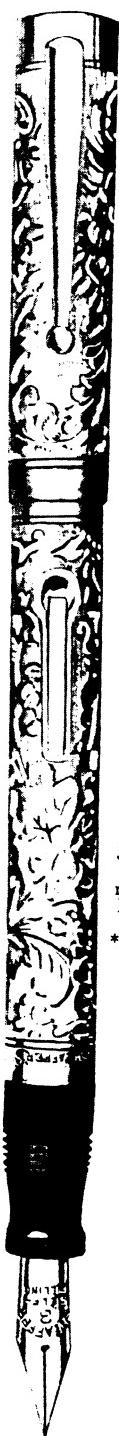
"Lifetime"  
98BC \$20.50  
Green Gold F.



"Lifetime"  
98BSC \$20.50  
Green Gold F.



"Lifetime"  
98BSR \$20.50  
Green Gold F.



366HEC \$52.00  
Solid Green  
Gold

\*Net—See Discount Sheet



366HEM  
\$42.00  
Solid Green  
Gold

To Insure Writing  
Satisfaction  
Use  
Sheaffer's "Skrip"

## Sheaffer's "Propel-Repel-Expel" Pencil

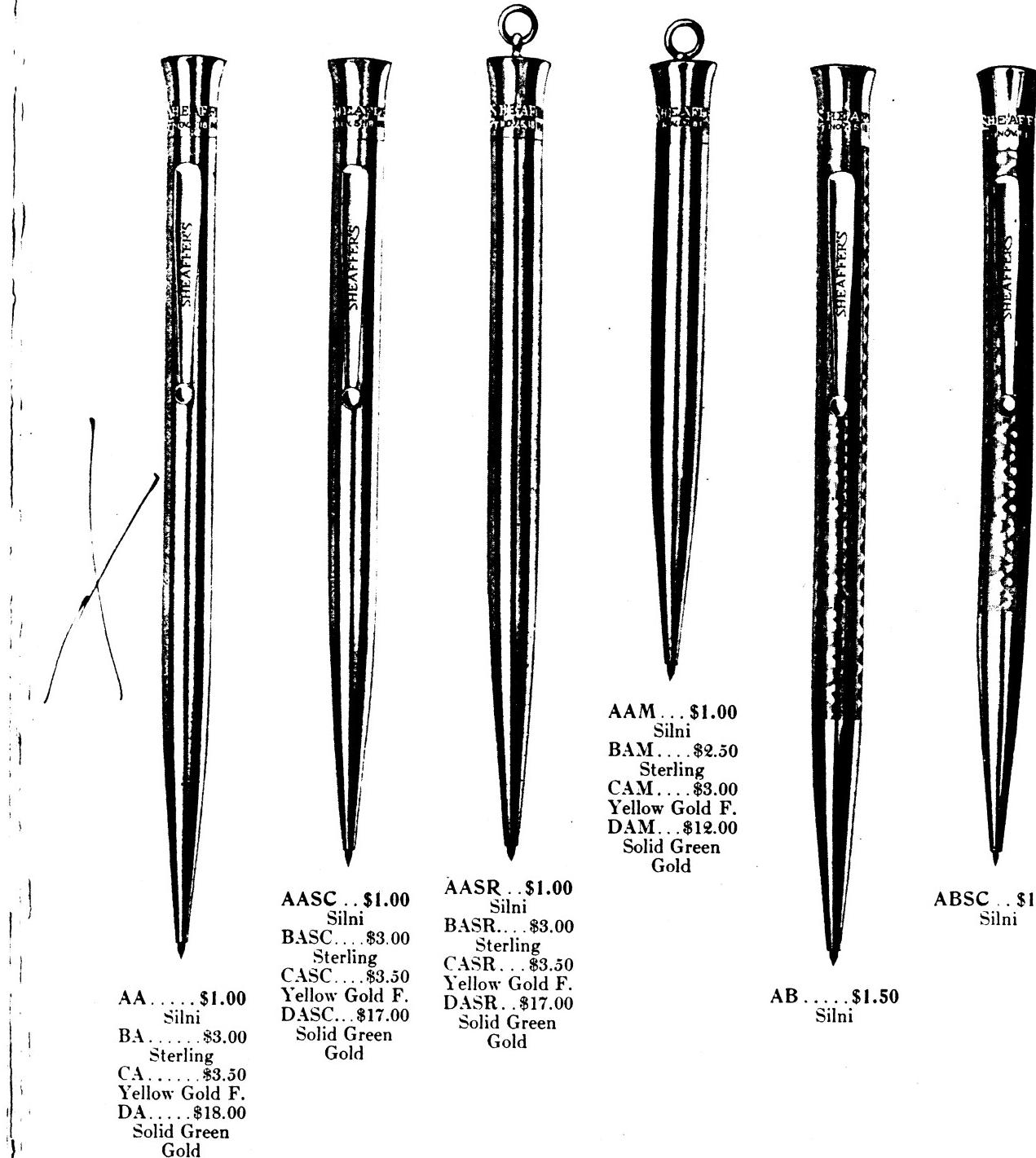
ON the following pages may be seen many distinctive and beautiful designs of Pencils from which you can judge somewhat the quality of our workmanship. You cannot, however, become acquainted with the perfection and skill in the mechanism of this Pencil and for this reason we merely mention a few of its superior points.

1. It propels, repels and expels the lead, operates smoothly—no clogging or jamming—and carries a guarantee of perfect satisfaction.
2. The repel action of its mechanism (making possible withdrawing the lead into the barrel) eliminates soiled pockets, shirt waists or ladies' hand bags.
3. Undersize leads which become loose in the average pencil will be held firmly by the special Waspalumin Carrier of the Sheaffer Propel-Repel-Expel Pencil. An over-size lead which may jam in the average pencil is easily handled by the Sheaffer Propel-Repel-Expel Pencil by means of this same carrier.
4. The elimination of soldering operations has made possible the use of fine materials of special composition and temper. These fine parts would lose their value were we to apply heat at any time in the process of manufacturing.
5. Over one million of these Pencils are in daily use and only 19 were returned for adjustments in a period of 30 days.
6. Its plain bell shaped top (which is patented) makes it the most beautiful and distinctive of pencils.

The SHEAFFER Propel-Repel-Expel Pencil is manufactured in a new pencil plant fully equipped with modern machinery under expert supervision, which assures accuracy and precision in manufacturing. New and original designs and patterns are constantly being developed by our master craftsmen.

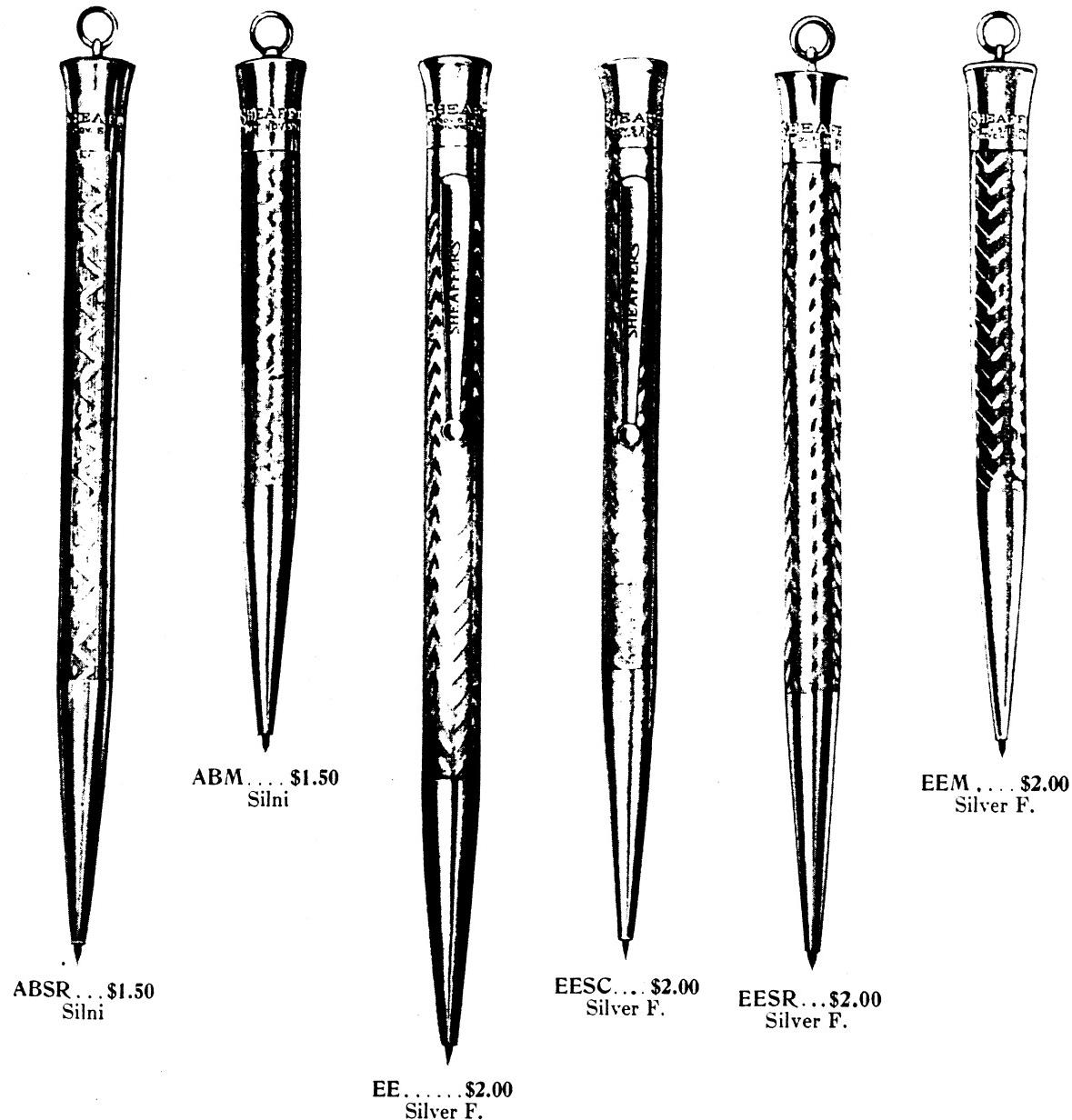
We will gladly furnish a working demonstrator pencil to any of our dealers upon request.

## Sheaffer's "Propel-Repel-Expel" Pencils



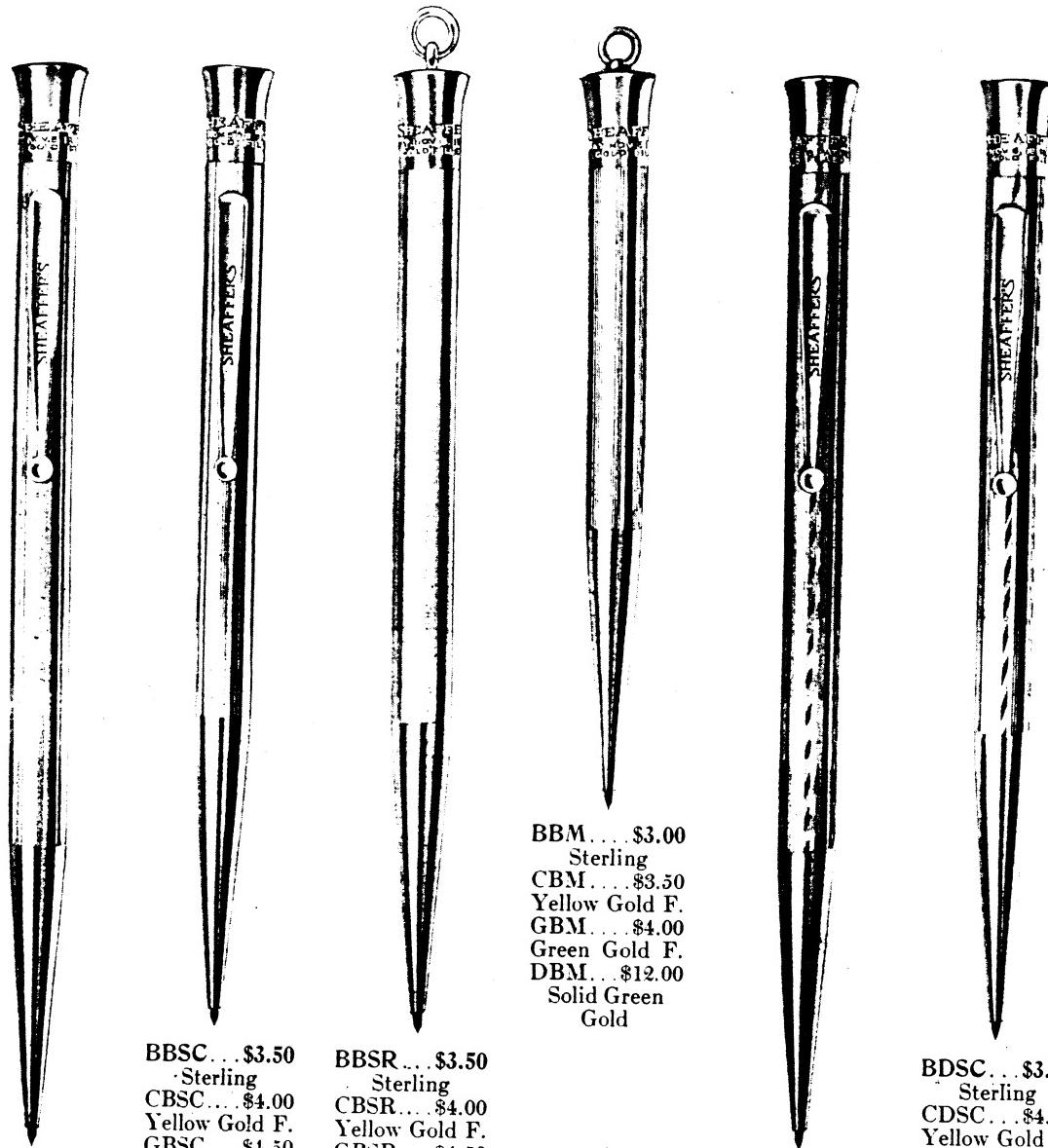
**Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.**

## Sheaffer's "Propel-Repel-Expel" Pencils



Illustrations accurate as to design and size. Sheaffer's Leads in colors for every Pencil.

## Sheaffer's "Propel-Repel-Expel" Pencils



**BB.....\$3.50**  
 Sterling  
**CB.....\$4.00**  
 Yellow Gold F.  
**GB.....\$4.50**  
 Green Gold F.  
**DB...\$18.00**  
 Solid Green Gold

**BBSC...\$3.50**  
 Sterling  
**CBSC....\$4.00**  
 Yellow Gold F.  
**GBSC....\$4.50**  
 Green Gold F.  
**DBSC...\$17.00**  
 Solid Green Gold

**BBM....\$3.00**  
 Sterling  
**CBM....\$3.50**  
 Yellow Gold F.  
**GBM....\$4.00**  
 Green Gold F.  
**DBM...\$12.00**  
 Solid Green Gold

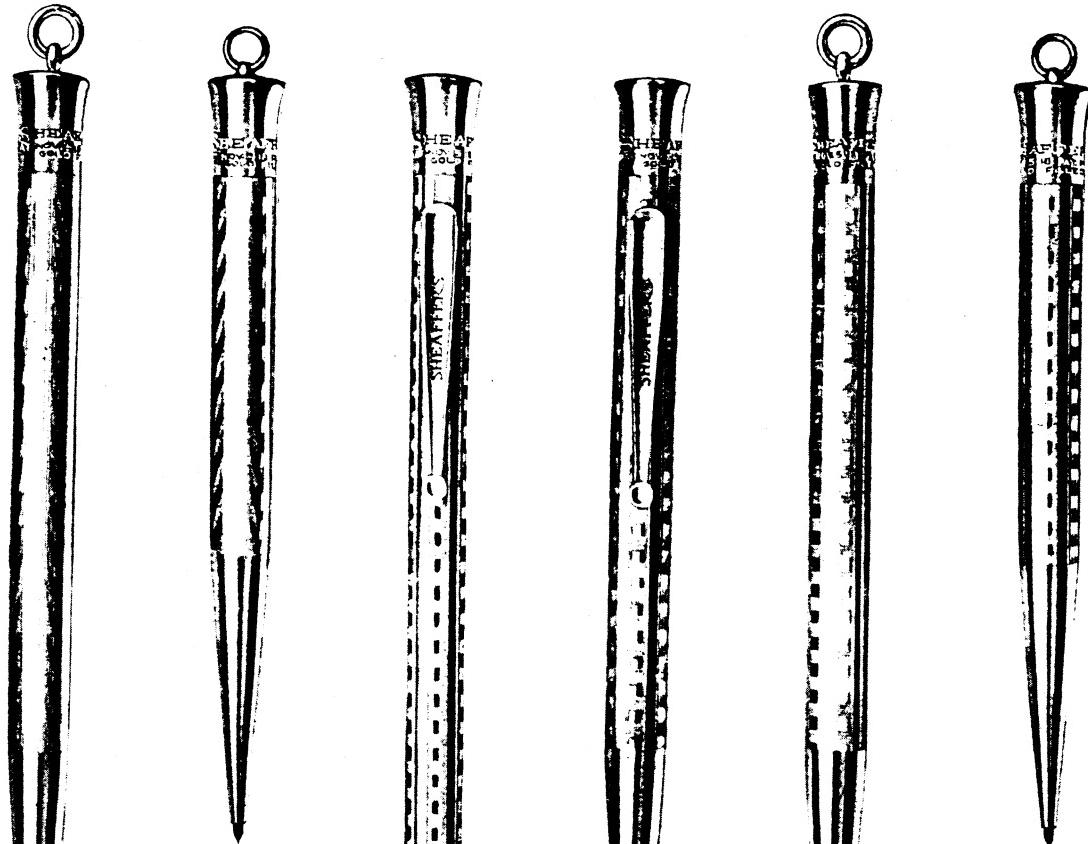
**BBSR...\$3.50**  
 Sterling  
**CBSR....\$4.00**  
 Yellow Gold F.  
**GBSR....\$4.50**  
 Green Gold F.  
**DBSR...\$17.00**  
 Solid Green Gold

**BDSC...\$3.50**  
 Sterling  
**CDSC...\$4.00**  
 Yellow Gold F.  
**GDSC...\$5.00**  
 Green Gold F.  
**DDSC...\$17.00**  
 Solid Green Gold

**BD.....\$3.50**  
 Sterling  
**CD.....\$4.00**  
 Yellow Gold F.  
**GD.....\$5.00**  
 Green Gold F.  
**DD...\$18.00**  
 Solid Green Gold

**Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.**

## Sheaffer's "Propel-Repel-Expel" Pencils



BDM...\$3.00  
Sterling  
CDM...\$3.50  
Yellow Gold F.  
GDM...\$4.50  
Green Gold F.  
DDM...\$12.00  
Solid Green  
Gold

BDSR...\$3.50  
Sterling  
CDSR...\$4.00  
Yellow Gold F.  
GDSR...\$5.00  
Green Gold F.  
DDSR...\$17.00  
Solid Green  
Gold

BE...\$3.50  
Sterling  
CE...\$4.00  
Yellow Gold F.  
DE...\$18.00  
Solid Green  
Gold

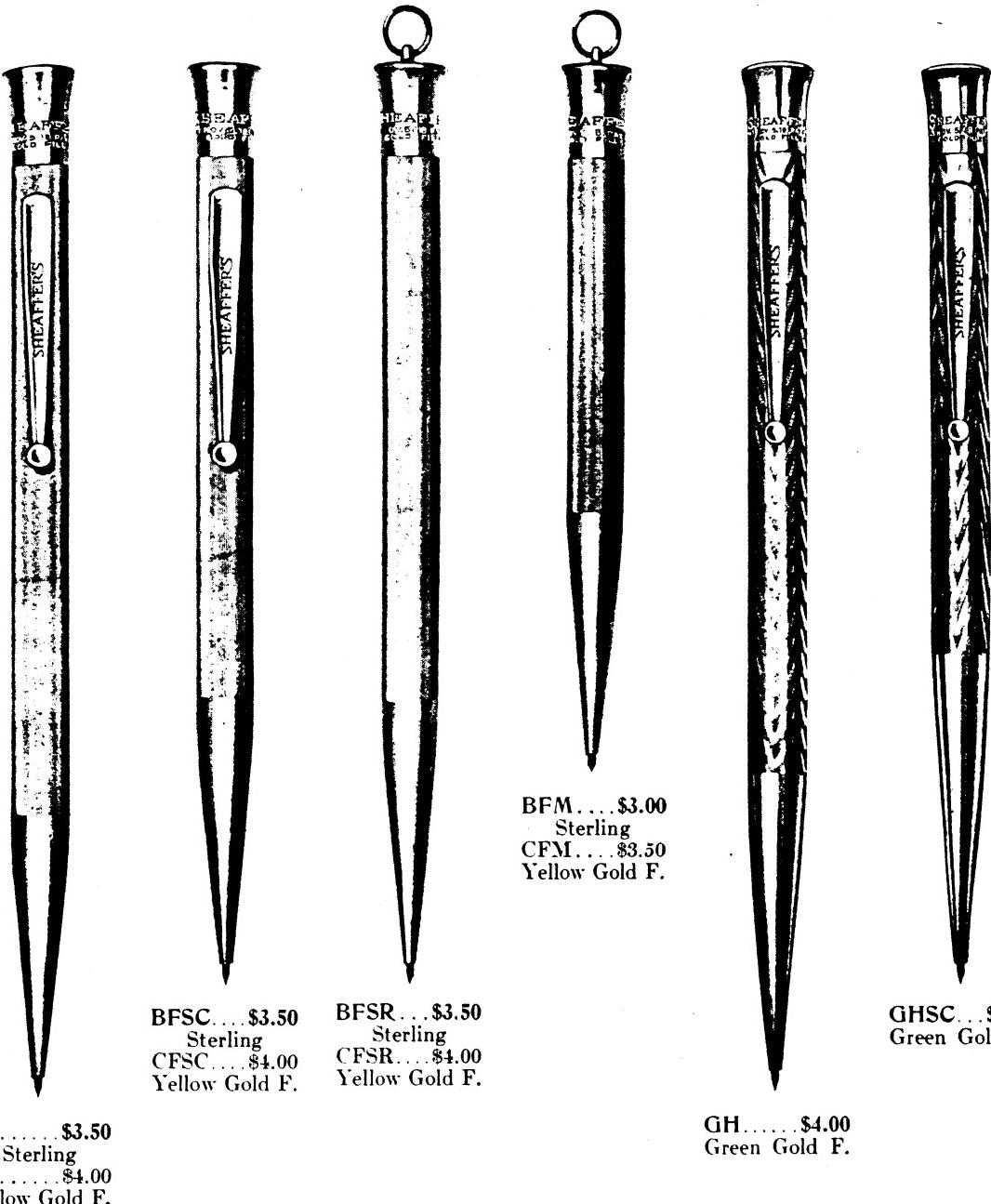
BESC...\$3.50  
Sterling  
CESC...\$4.00  
Yellow Gold F.  
DESC...\$17.00  
Solid Green  
Gold

BESR...\$3.50  
Sterling  
CESR...\$4.00  
Yellow Gold F.  
DESR...\$17.00  
Solid Green  
Gold

BEM...\$3.00  
Sterling  
CEM...\$3.50  
Yellow Gold F.  
DEM...\$12.00  
Solid Green  
Gold

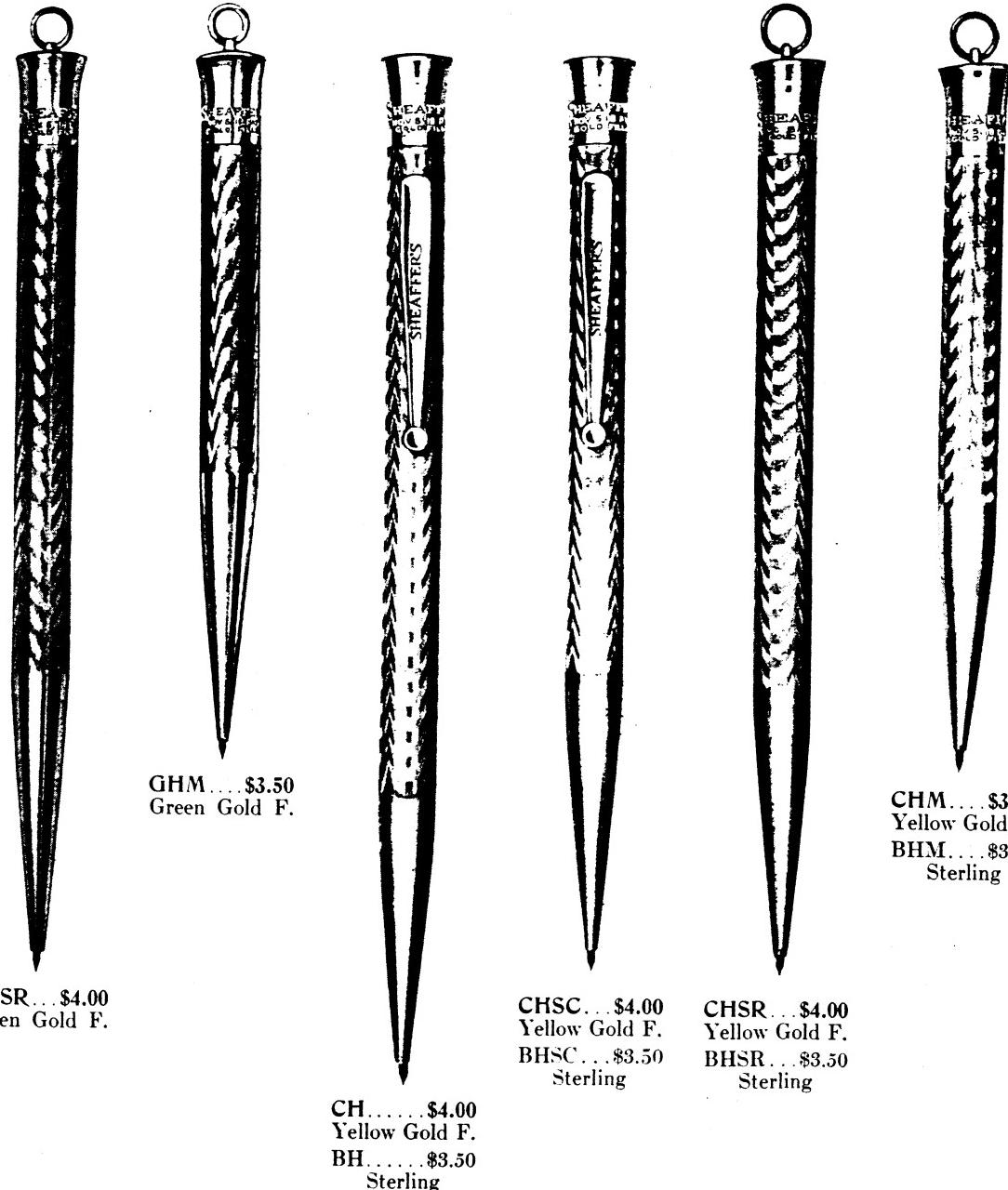
Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



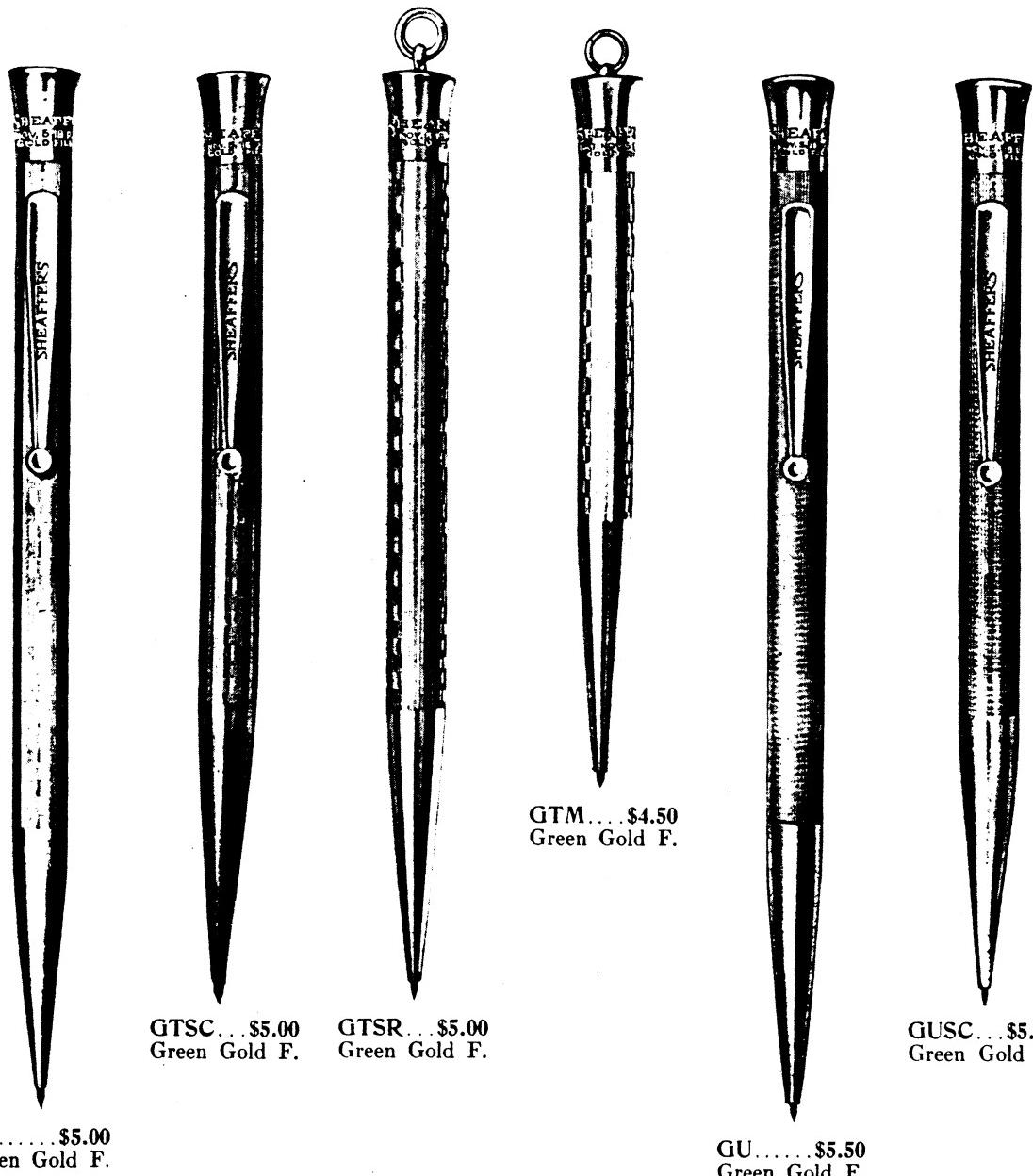
Illustrations accurate as to design and size. Every pencil guaranteed and equipped with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



Illustrations accurate as to design and size. Every pencil guaranteed and equipped with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



GUSR... \$5.50  
Green Gold F.



GUM... \$5.00  
Green Gold F.



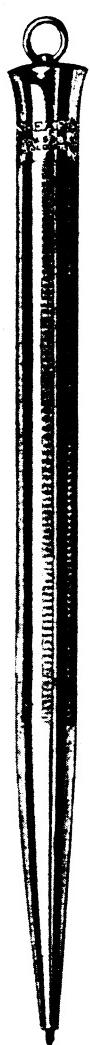
GN..... \$5.50  
Green Gold F.  
DN..... \$20.00  
Solid Green  
Gold



GNSC... \$5.50  
Green Gold F.  
DNSC... \$19.00  
Solid Green  
Gold



GNSR... \$5.50  
Green Gold F.  
DNSR... \$19.00  
Solid Green  
Gold

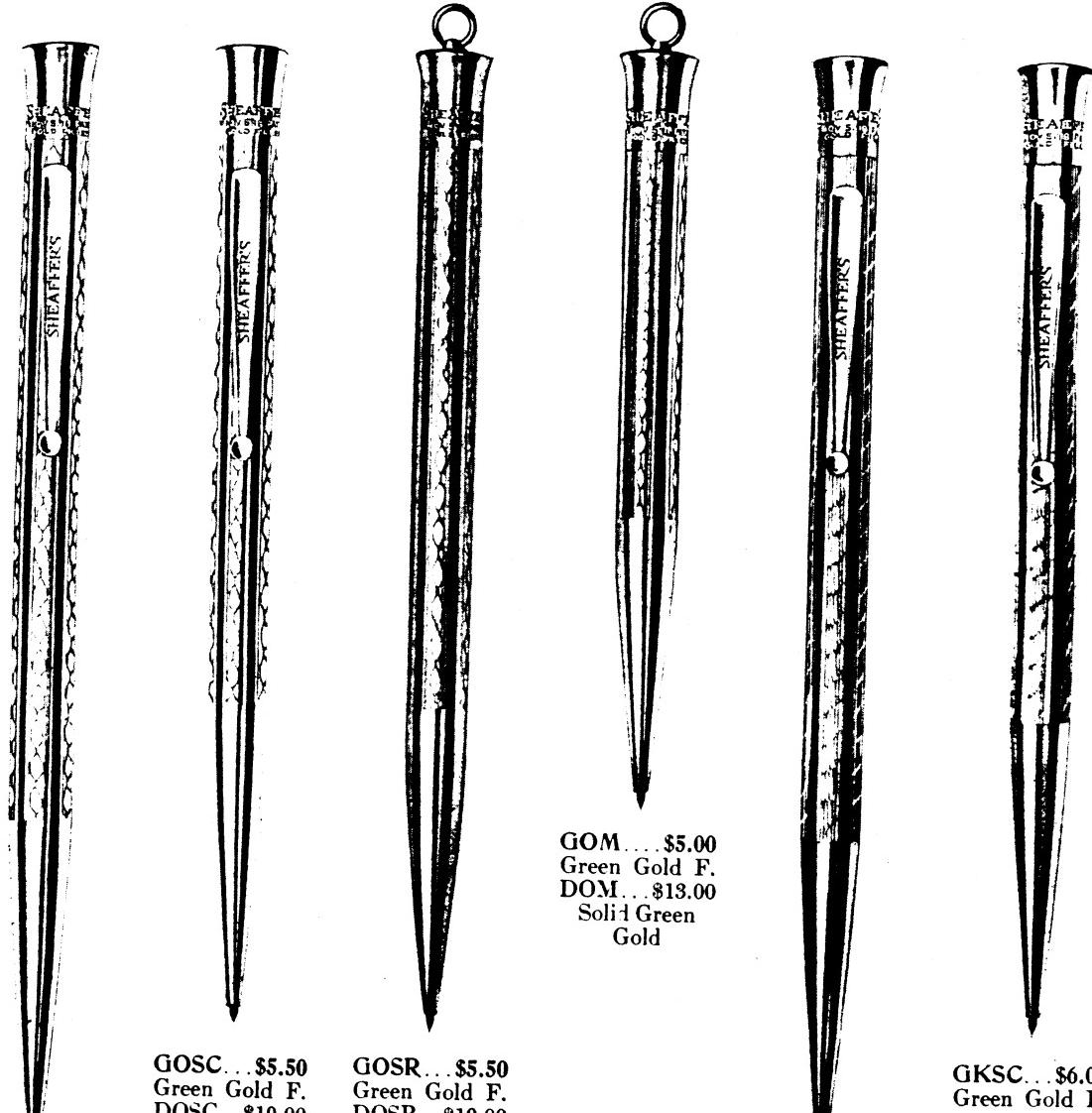


GNM... \$5.00  
Green Gold F.  
DNM... \$13.00  
Solid Green  
Gold



Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



Illustrations accurate as to design and size. Every pencil guaranteed and equipped with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



GKSR... \$6.00  
Green Gold F.

GL.....\$6.00  
Green Gold F.  
DL.....\$20.00  
Solid Green  
Gold

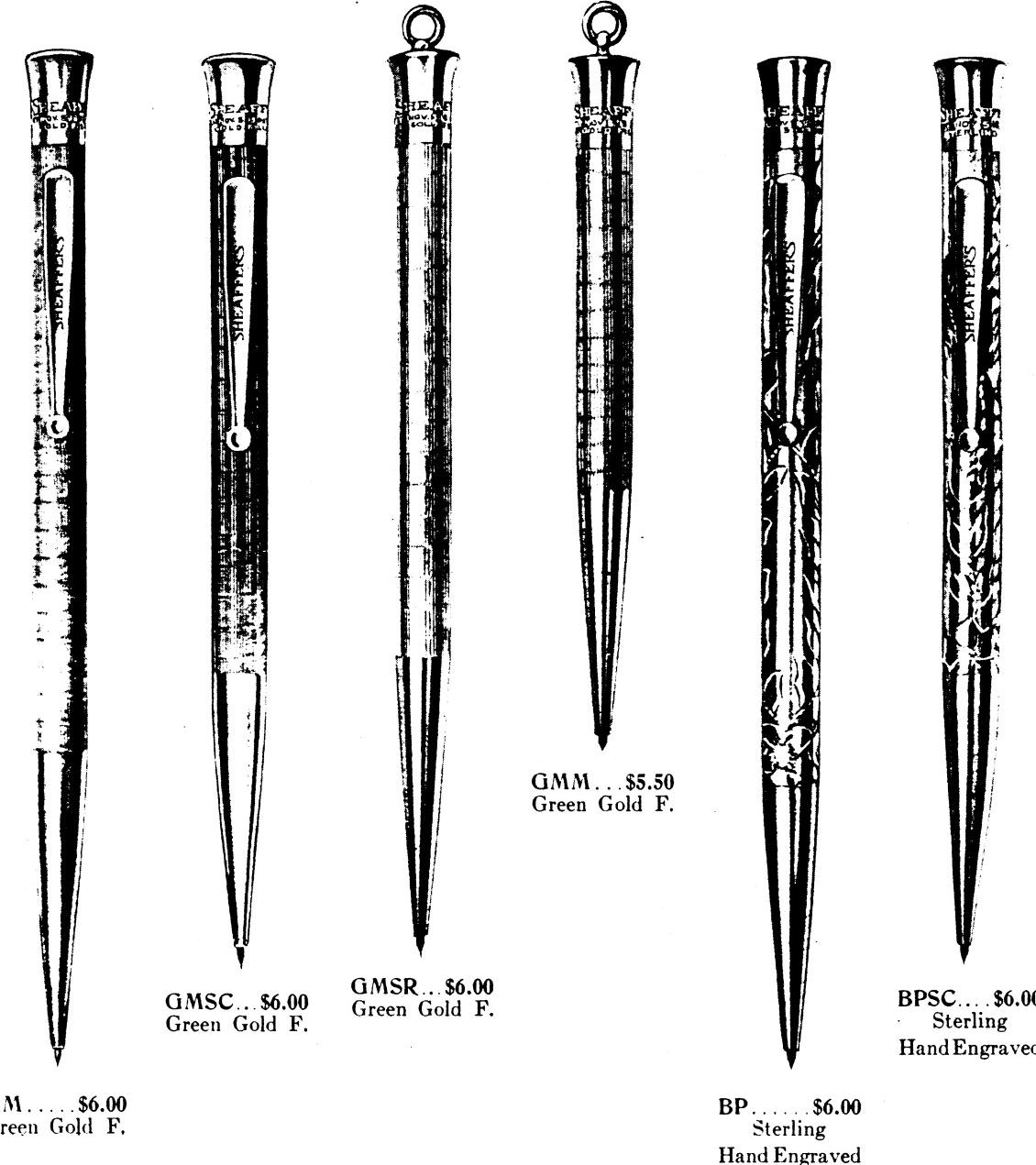
GLSC... \$6.00  
Green Gold F.  
DLSC... \$19.00  
Solid Green  
Gold

GLSR... \$6.00  
Green Gold F.  
DLSR... \$19.00  
Solid Green  
Gold

GLM... \$5.50  
Green Gold F.  
DLM... \$13.00  
Solid Green  
Gold

Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.

## Sheaffer's "Propel-Repel-Expel" Pencils



BPM... \$5.50  
Sterling



BPSR... \$6.00  
Sterling



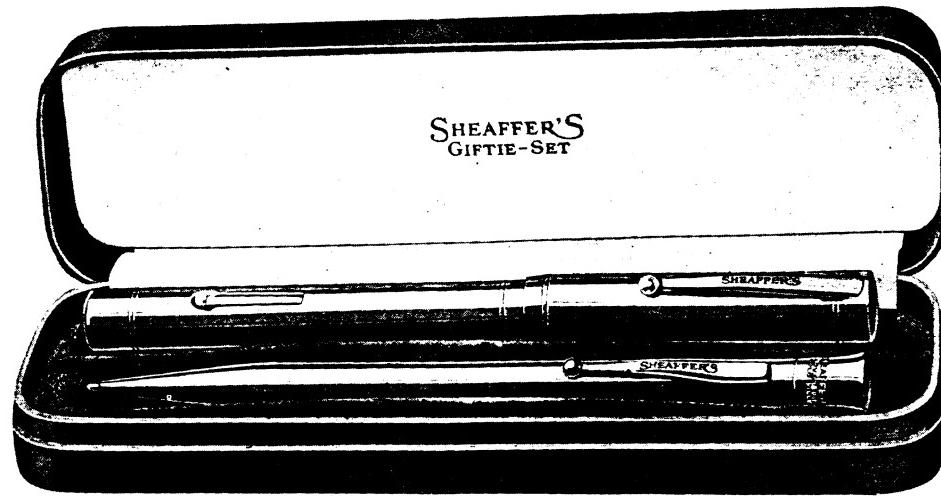
DHE... \$50.00  
Solid Green  
Gold  
Hand Engraved



DHEM... \$35.00  
Solid Green  
Gold  
Hand Engraved

Illustrations accurate as to design and size. Every pencil guaranteed and equipped  
with eraser and 12 leads.

## Sheaffer's Giftie Sets



Regular length—pen five inches, pencil five inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
*B1—BA	Sterling.....	\$ 3.00	26C—Sterling.....	\$ 7.50	\$ 9.50
*C1—CA	Yellow Gold Filled.....	3.50	36C—Yellow Gold Filled.....	9.00	11.00
*D1—DA	Solid Green Gold.....	18.00	366C—Solid Green Gold.....	35.00	50.00



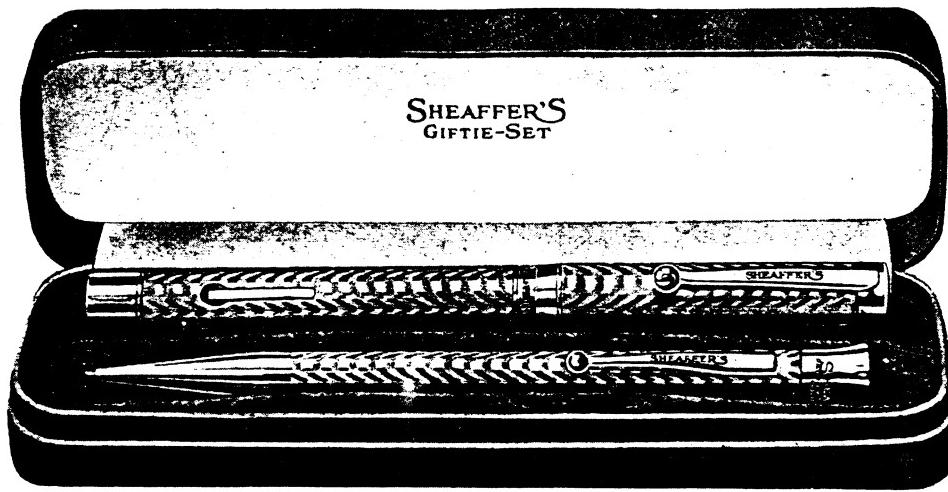
Midget length—pen 3½ inches, pencil 3½ inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
*BM1—BAM	Sterling.....	\$ 2.50	26M—Sterling.....	\$ 6.00	\$ 8.00
*CM1—CAM	Yellow Gold Filled.....	3.00	36M—Yellow Gold Filled.....	7.00	8.75
*DM1—DAM	Solid Green Gold.....	12.00	366M—Solid Green Gold.....	25.00	35.00

### “Gifts That Last”

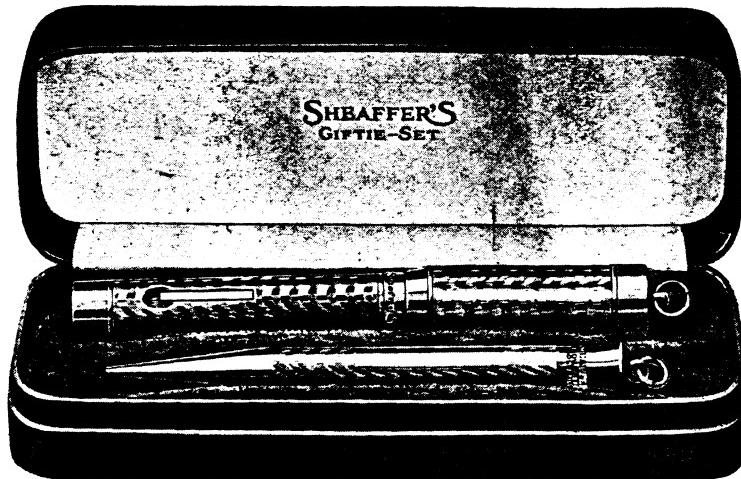
\*Net—See Discount Sheet

## Sheaffer's Giftie Sets



Regular length—pen five inches, pencil five inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
*B2—BH—Sterling.....		\$ 3.50	26HC—Sterling.....	\$ 7.50	\$ 9.50
*C2—CH—Yellow Gold Filled.....		4.00	36HC—Yellow Gold Filled.....	9.00	11.00
*G2—GH—Green Gold Filled.....		4.00	38HC—Green Gold Filled.....	9.50	11.50



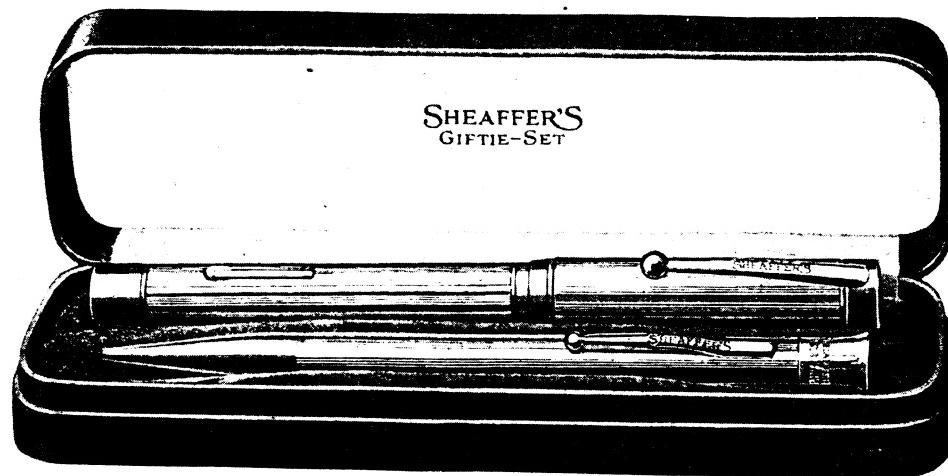
Midget length—pen 3 3/4 inches, pencil 3 1/2 inches

Set No., Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
BM2—BHM—Sterling.....	\$ 3.00	26HM—Sterling.....	\$ 6.00	\$ 8.00
*CM2—CHM—Yellow Gold Filled.....	3.50	36HM—Yellow Gold Filled.....	7.00	8.75
*GM2—GHM—Green Gold Filled.....	3.50	38HM—Green Gold Filled.....	7.50	9.50

**"Gifts That Last"**

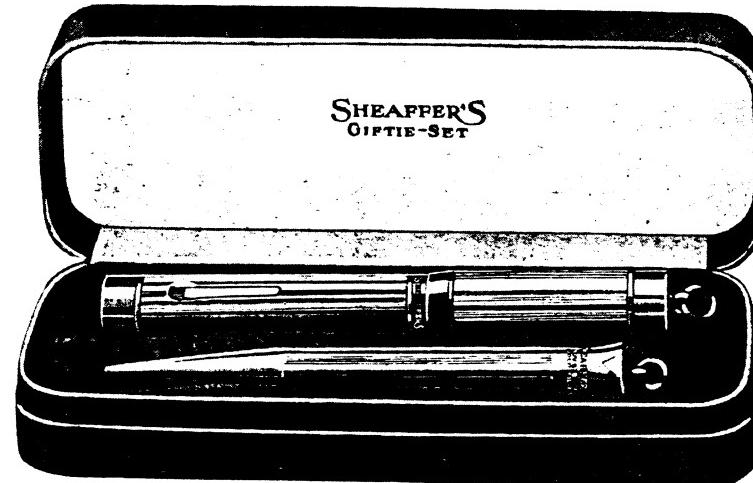
\*Net—See Discount Sheet

## Sheaffer's Giftie Sets



Regular length—pen five inches, pencil five inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
B3—BB	Sterling.....	\$ 3.50	26BC—Sterling.....	\$ 8.00	\$11.50
C3—CB	Yellow Gold Filled.....	4.00	36BC—Yellow Gold Filled.....	9.50	13.50
G3—GB	Green Gold Filled.....	4.50	38BC—Green Gold Filled.....	10.00	14.50
*D3—DB	Solid Green Gold.....	18.00	366BC—Solid Green Gold.....	35.00	50.00



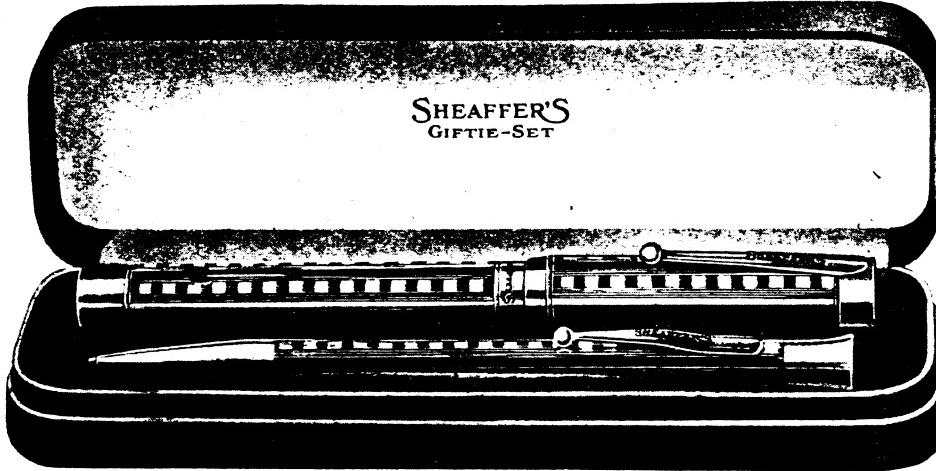
Midget length—pen 3 3/4 inches, pencil 3 1/2 inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
BM3—BBM	Sterling.....	\$ 3.00	26BM—Sterling.....	\$ 6.50	\$ 9.50
CM3—CBM	Yellow Gold Filled.....	3.50	36BM—Yellow Gold Filled.....	7.50	11.00
GM3—GBM	Green Gold Filled.....	4.00	38BM—Green Gold Filled.....	8.00	12.00
*DM3—DBM	Solid Green Gold.....	12.00	366BM—Solid Green Gold.....	25.00	35.00

**"Gifts That Last"**

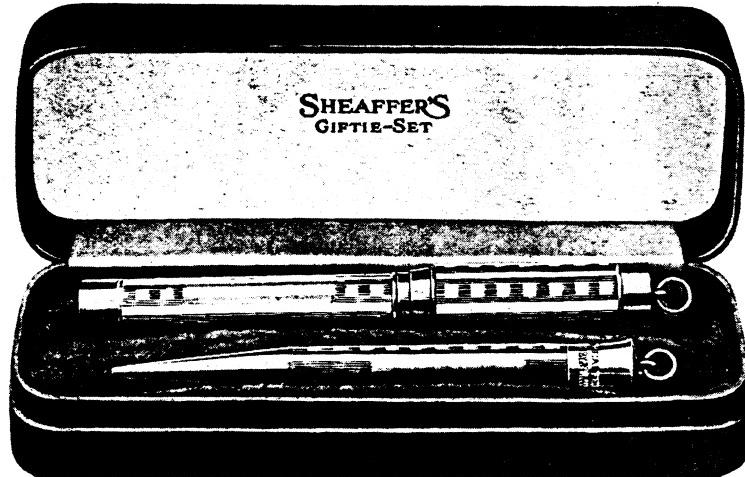
\*Net—See Discount Sheet

## Sheaffer's Giftie Sets



Regular length—pen five inches, pencil five inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price	
C4	CE	Yellow Gold Filled.....	\$ 4.00	36EC—Yellow Gold Filled.....	\$ 9.50	\$13.50
*D4	DE	Solid Green Gold.....	18.00	366EC—Solid Green Gold.....	35.00	50.00



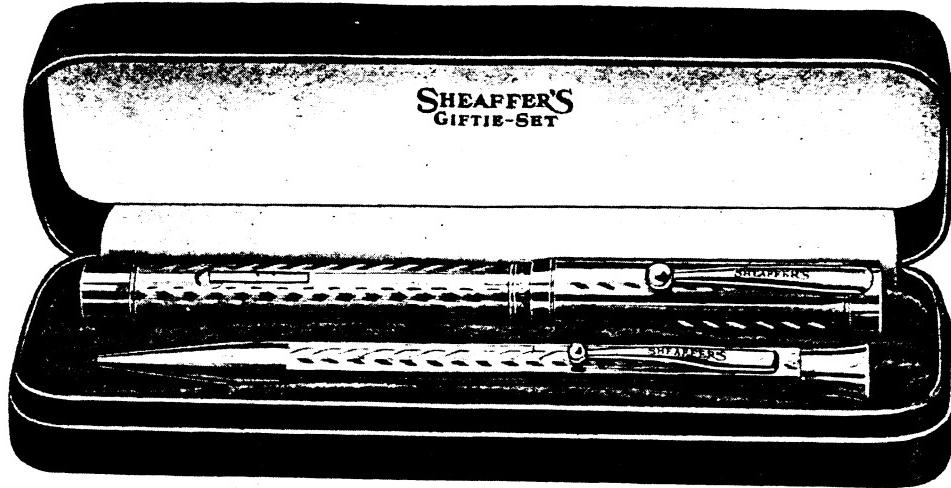
Midget length—pen 3 3/4 inches, pencil 3 1/2 inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price	
CM4	CEM	Yellow Gold Filled.....	\$ 3.50	36EM—Yellow Gold Filled.....	\$ 7.50	\$11.00
*DM4	DEM	Solid Green Gold.....	12.00	366EM—Solid Green Gold.....	25.00	35.00

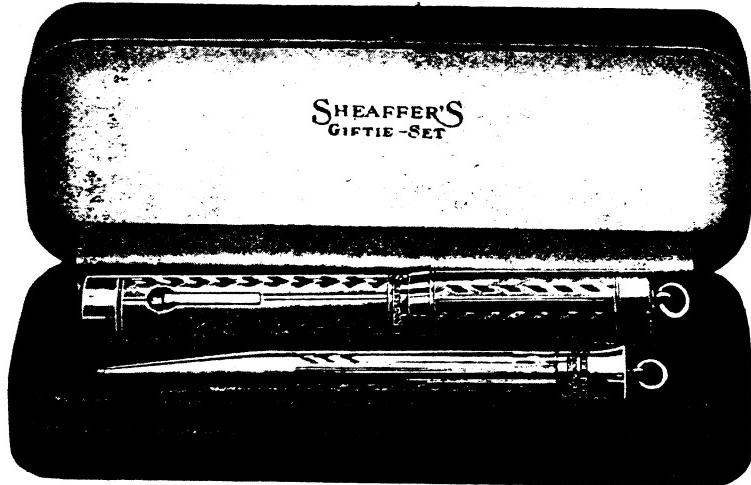
### “Gifts That Last”

\*Net—See Discount Sheet

## Sheaffer's Giftie Sets



Set No.	Pcl. No.	Regular length—pen five inches, pencil five inches	Pen Price	Set Price
		Pcl. Price	Pen No.	
C5—CD	Yellow Gold Filled.....	\$ 4.00	36DC—Yellow Gold Filled.....	\$ 9.50      \$13.50
G5—GD	Green Gold Filled.....	5.00	38DC—Green Gold Filled.....	11.00      16.00
*D5—DD	Solid Green Gold.....	18.00	366DC—Solid Green Gold.....	35.00      50.00

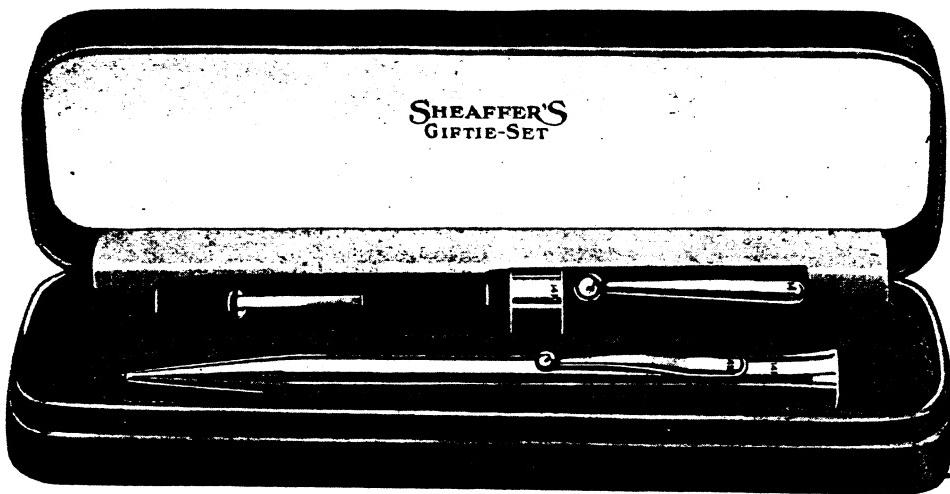


Set No.	Pcl. No.	Midget length—pen 3 3/4 inches, pencil 3 1/2 inches	Pen Price	Set Price
		Pcl. Price	Pen No.	
CM5—CDM	Yellow Gold Filled.....	\$ 3.50	36DM—Yellow Gold Filled.....	\$ 7.50      \$11.00
GM5—GDM	Green Gold Filled.....	4.50	38DM—Green Gold Filled.....	8.50      13.00
*DM5—DDM	Solid Green Gold.....	12.00	366DM—Solid Green Gold.....	25.00      35.00

**"Gifts That Last"**

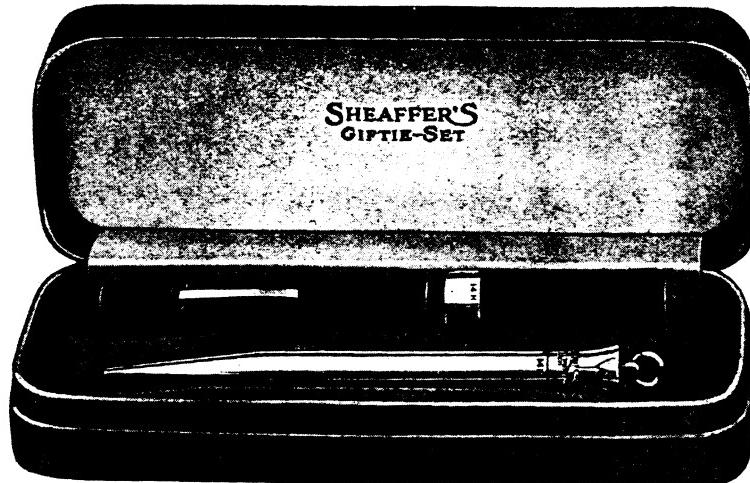
\*Net—See Discount Sheet

## Sheaffer's Giftie Sets



Regular length—pen 4½ inches, pencil 5 inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
ES—DASC	Solid Green Gold.....	\$17.00	G29SC—Ebony Solid Green Gold (Band and Clip).....	\$ 8.00	\$25.00

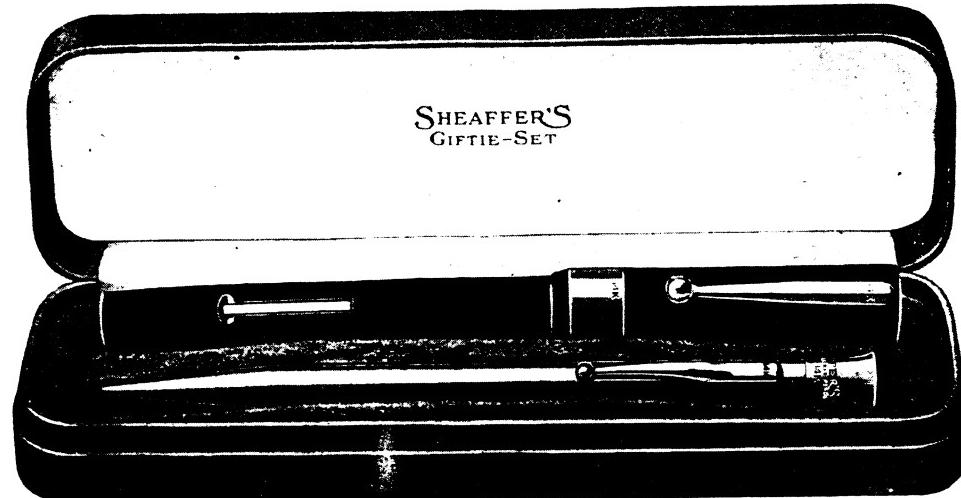


Midget length—pen 3¾ inches, pencil 3½ inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
EM2—DAM	Solid Green Gold.....	\$12.00	G29½MR—Ebony Solid Green Gold (Band).....	\$ 7.00	\$19.00

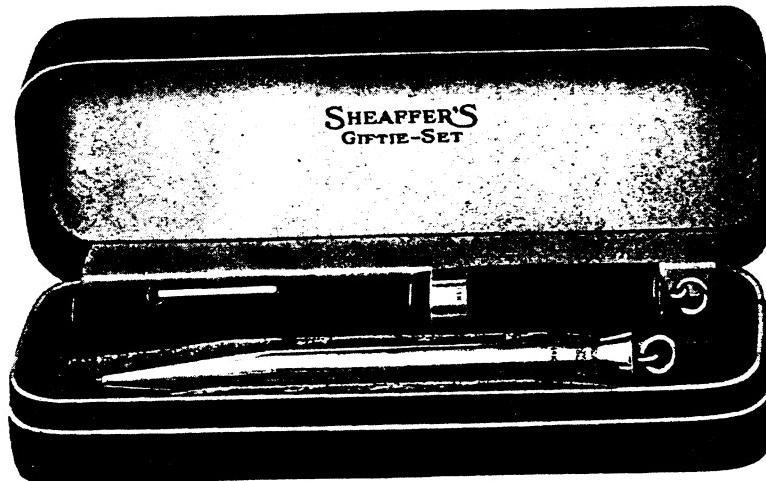
**“Gifts That Last”**

## Sheaffer's Giftie Sets



Regular length—pen five inches, pencil five inches

Set No.	Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
EA—DA	Solid Green Gold	.....\$18.00	29C—Ebony Solid Green Gold.....	\$ 8.00	\$26.00



Midget length—pen 3 3/4 inches, pencil 3 1/2 inches

Set No. Pcl. No.	Pcl. Price	Pen No.	Pen Price	Set Price
EM1—DAM—Solid Green Gold.....	\$12.00	29 1/2 M—Ebony Solid Green Gold (Band)	\$. 5.00	\$17.00

**"Gifts That Last"**

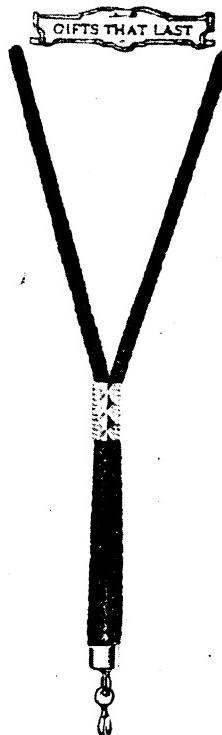
## Sheaffer's Sautoirs

Our exclusive and complete line of beautiful Sautoirs displayed on White Tissue Board and encased in Glassene Envelopes are creating sales wherever displayed.

The superior quality of the Cord and Ribbon used in the manufacturing of these Sautoirs of quality, together with their beautiful designs of Gold-Filled and Sterling Silver Trimmings, make them a ready seller.

The silk woven cord designs are something new and are very distinctive. All Sheaffer Sautoirs are 48 inches in length and allow freedom in writing—practically a necessity for the writing requirements of every woman.

The attractiveness of this line of Sautoirs is increased by the double snap which will hold both pen and pencil, as illustrated in the miniature illustration.



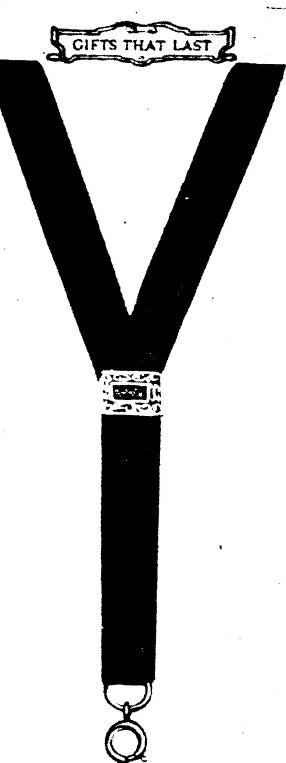
**SHEAFFER'S**  
PENS - PENCILS

**No. 0.** Black Shoestring Ribbon Sautoir, with gold filled slide and clasp, 48 inches long, unmounted. **75c**  
List price.....

**No. 1.** Black Silk Ribbon,  $\frac{3}{8}$  inch wide, 48 inches long, with sterling silver slide and ring clasp.  
List price..... **\$1.00**

**No. 2.** Black Silk Ribbon,  $\frac{3}{8}$  inch wide, 48 inches long, with yellow gold filled slide and ring clasp.  
List price..... **\$1.00**

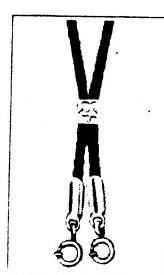
**No. 3.** Gray Silk Weave Cord, 48 inches long, with sterling silver slide and ring clasp.  
List price..... **\$1.00**



**SHEAFFER'S**  
PENS - PENCILS

**No. 4.** Black Silk Weave Cord, 48 inches long, with green gold filled slide and ring clasp.  
List price..... **\$1.00**

**No. 5.** Black Silk Weave Cord, 48 inches long, with yellow gold filled slide and ring clasp.  
List price..... **\$1.00**



**No. 55.** Black Silk Weave Cord, 48 inches long, with yellow gold filled double snap for both pen and pencil. \*List price..... **\$1.00**

# Sheaffer's Four Special Lead and Pencil Assortments

This attractive counter case furnished with four well selected assortments for creating sales on Sheaffer Leads and Pencils, is beyond question the most beautiful miniature display that has ever been offered to dealers on pencils and leads and affords every dealer an opportunity to make tremendous profits. The contrasting colors make it a display that attracts attention and furnishes a background and frame for the inviting of inspection to prospective buyers.

The case is particularly practical since it protects the pencils and leads from dust. It can be wiped off very easily and kept looking fresh at all times.

This case eliminates particularly complaints of petty thievery of leads and pencils from counter cases since it is so constructed as to make stealing from it practically impossible.

Every dealer should possess one of these exceptionally profitable assortments. The case is furnished only in Mahogany and with the following Assortments:

## Assortment No. 1

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
<b>2</b> Gross Sheaffer's Blue Label Leads, assorted as follows:		
144 boxes medium grade black leads at 10c each	\$14.40	
72 boxes soft grade black leads at 10c each	7.20	
36 boxes hard grade black leads at 10c each	3.60	
36 boxes indelible purple leads at 15c each	5.40	
72 boxes red leads at 15c each	10.80	
72 boxes blue leads at 15c each	10.80	
These leads fit all makes of mechanical pencils, are of guaranteed quality and give perfect satisfaction, truly a Sheaffer product.		
12	AA Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	12.00
6	AA SC Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	6.00
3	AA SR Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	3.00
3	AAM Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	3.00
2	Dozen boxes of erasers for Sheaffer Pencils at 10c each	2.40
*This assortment retails at.....		
1	Demonstrating Pencil included gratis.	

## Assortment No. 3

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
<b>2</b> Gross Sheaffer's Blue Label Leads, assorted as follows:		
96 boxes medium grade black leads at 10c each	\$ 9.60	
24 boxes hard grade black leads at 10c each	2.40	
48 boxes soft grade black leads at 10c each	4.80	
24 boxes indelible purple leads at 15c each	3.60	
48 boxes red leads at 15c each	7.20	
48 boxes blue leads at 15c each	7.20	
These leads fit all makes of mechanical pencils, are of guaranteed quality and give perfect satisfaction, truly a Sheaffer product.		
8	AA Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	8.00
4	AAM Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	4.00
4	AB SC Herringbone designed Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.50 each	6.00
3	CAM Plain Gold Filled Sheaffer Propel-Repel-Expel Pencils at \$9.00 each	9.00
3	CA Plain Gold Filled Sheaffer Propel-Repel-Expel Pencils at \$3.50 each	10.50
2	CD Puritan designed Gold Filled Sheaffer Propel-Repel-Expel Pencils at \$4.00 each	8.00
2	Dozen Boxes Erasers for Sheaffer Pencils 10c each	2.40
*This assortment retails at.....		
1	Demonstrating Pencil included gratis.	

## Assortment No. 2

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
<b>2</b> Gross Sheaffer's Blue Label Leads, assorted as follows:		
96 boxes medium grade black leads at 10c each	\$ 9.60	
24 boxes hard grade black leads at 10c each	2.40	
48 boxes soft grade black leads at 10c each	4.80	
24 boxes indelible purple leads at 15c each	3.60	
48 boxes red leads at 15c each	7.20	
48 boxes blue leads at 15c each	7.20	
These leads fit all makes of mechanical pencils, are of guaranteed quality and give perfect satisfaction, truly a Sheaffer product.		
18	AA Plain Nickel Sheaffer Propel-Repel-Expel Pencils at \$1.00 each	18.00
3	AA SR Short Plain Nickel Pencils with ring at \$1.00 each	3.00
3	AAM Midget Plain Nickel Pencils with ring at \$1.00 each	3.00
9	AB SC Herringbone design Short Nickel Pencils with clip at \$1.50 each	13.50
3	AB SR Herringbone design Short Nickel Pencils with ring at \$1.50 each	4.50
3	ABM Herringbone design Midget Nickel Pencils with ring at \$1.50 each	4.50
3	Dozen boxes Erasers for Sheaffer Pencils 10c each	3.60
*This assortment retails at.....		
1	Demonstrating Pencil included gratis.	

## Assortment No. 4

**This assortment can only be sold to dealers who have Sheaffer Pencils in stock.**

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
<b>5</b> Gross Sheaffer's Blue Label Leads, assorted as follows:		
240 boxes medium grade black leads at 10c each	\$24.00	
120 boxes soft grade black leads at 10c each	12.00	
60 boxes hard grade black leads at 10c each	6.00	
60 boxes indelible purple leads at 15c each	9.00	
120 boxes red leads at 15c each	18.00	
120 boxes blue leads at 15c each	18.00	
These leads fit all makes of mechanical pencils, are of guaranteed quality and give perfect satisfaction, truly a Sheaffer product.		
48 boxes Erasers for Sheaffer Pencils at 10c box	4.80	
*This assortment retails at.....		
1	Demonstrating Pencil included gratis.	

\*Net to Dealer—See Discount Sheet

## Sheaffer's "Skrip" — Successor to Ink



4 ounce Bottle  
Green



4 ounce Bottle  
Blue



8 ounce Bottle  
Red



16 ounce Bottle  
Purple



8 ounce Bottle  
Black

### SUGGESTED Retail Prices for All Colors

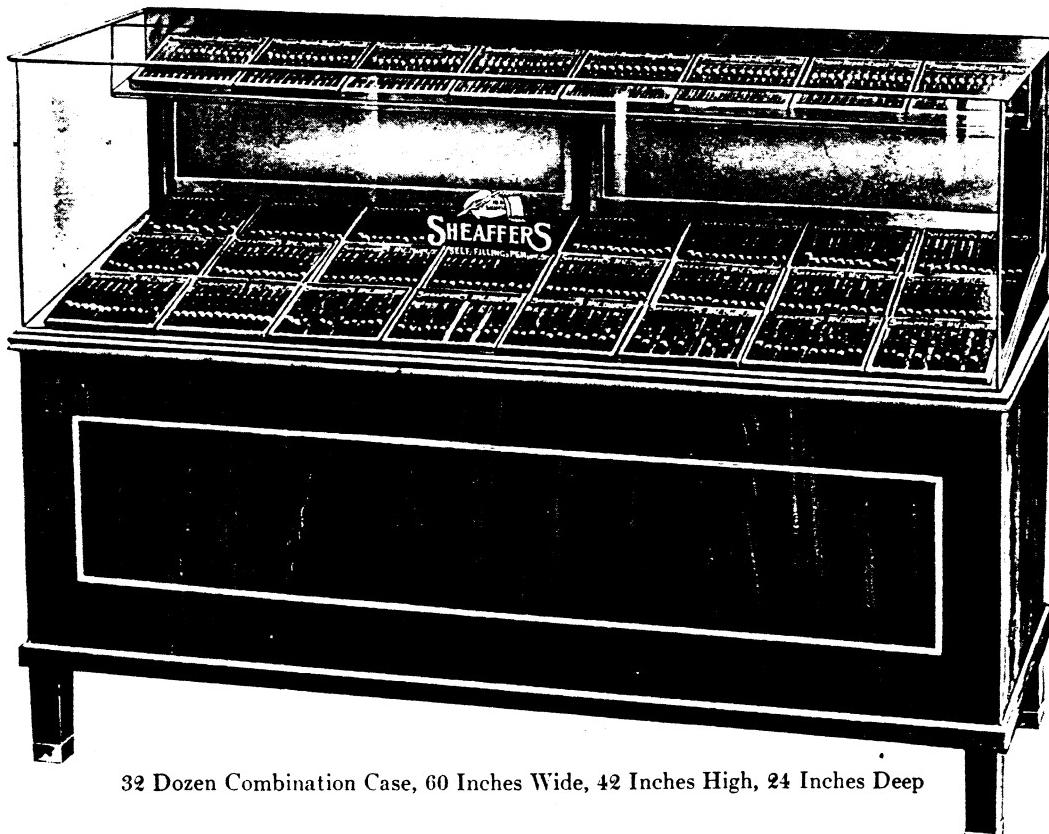
2 ounce Bottle.....	\$0.15
4 ounce Bottle.....	.25
½ pint Bottle.....	.50
1 pint Bottle.....	.75
1 quart bottle.....	1.85

## Sheaffer's Floor and Counter Display Cases

Our complete line of beautifully constructed and finished display cases are supplied, either in Oak or Mahogany, to every dealer according to the size of the assortment ordered as follows.

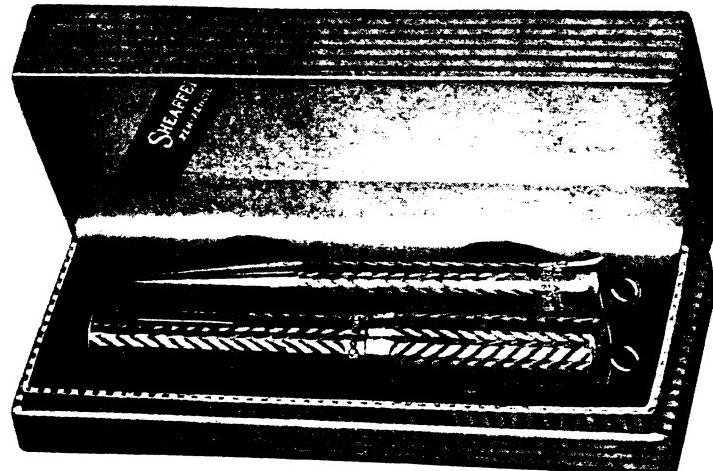
6 doz. Sheaffer Pens or 6 doz. Pencils assorted \$1.50 up	6 doz. Counter Case. Mahogany or Oak.
10 doz. Pens or 10 doz. Pencils assorted \$1.50 up or 6 doz. Pens and 4 doz. Pencils assorted \$1.50 up	8 doz. Combination Floor Case. Mahogany or Oak.
4 doz. Pens and 6 doz. Pencils assorted \$1.50 up (Not including \$1.00 Pencils)	
12 doz. Pens and Pencils assorted \$1.50 up or 12 doz. Pens or 12 doz. Pencils assorted \$1.50 up (Not including \$1.00 Pencils)	12 doz. Combination Floor Case. Mahogany or Oak.
18 doz. Pens and Pencils assorted \$1.50 up or 18 doz. Pens or 18 doz. Pencils assorted \$1.50 up (Not including \$1.00 Pencils)	16 doz. Combination Floor Case. Mahogany or Oak.
32 doz. Pens and Pencils assorted \$1.50 up or 32 doz. Pens or 32 doz. Pencils assorted \$1.50 up (Not including \$1.00 Pencils)	32 doz. Combination Floor Case. Mahogany or Oak.
48 doz. Pens or Pencils assorted \$1.50 up or 48 doz. Pens or 48 doz. Pencils assorted \$1.50 up (Not including \$1.00 Pencils)	48 doz. Combination Floor Case. Mahogany or Oak.

The W. A. Sheaffer Pen Company are practically the only company who still make it possible for dealers to completely equip themselves with a standard assortment of fountain pens and pencils, without putting an investment in display space or cases. Cases of the finest quality are furnished. They are given to the dealer without consideration. If the dealer ceases to feature Sheaffer merchandise the understanding is that the case reverts to the W. A. Sheaffer Pen Company ownership again.

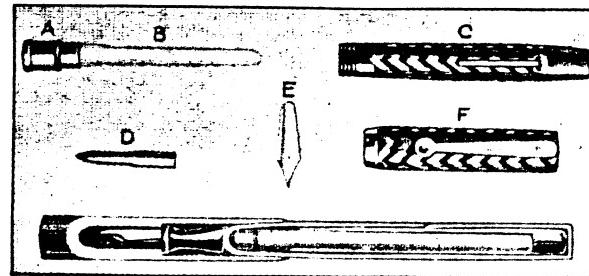


32 Dozen Combination Case, 60 Inches Wide, 42 Inches High, 24 Inches Deep

# Specimen of New Giftie Set Box



Sectional Views of Fountain Pen



A—Pen Section. B—Ink Reservoir. C—Barrel with Lever. D—Feed Bar.  
E—Gold Pen. F—Cap, with SHEAFFER Clip Attached.

## PRICE LIST OF REPAIR PARTS—FOR SHEAFFER'S PENS

Catalogue No.	HOLDER PARTS							Gold Pens No. Each	Allowance old Pen on New No. Each
	Feed Bar	Pen Sec- tion	Cap	Barrel	Lever	Pressure Bar	Ink Reservoir		
2 and 3	\$0.30	\$0.40	\$0.30	\$0.75	\$0.30	\$0.40	\$0.15	2 \$1.25	2 \$0.20
34, 4 and 5	.35	.50	.40	1.15	.30	.40	.15	3 1.50	3 .30
6	.40	.60	.50	1.85	.30	.40	.15	4 1.75	4 .40
8	.40	.70	.50	2.00	.30	.40	.15	5 2.25	5 .50
8 Lifetime	.40	.70	.50	2.00	.30	.40	.15	6 2.75	6 .60
21 and 31	.30	.40	1.30	.75	.50	.40	.15	8 3.75	8 .80
341, 41 and 51	.35	.50	1.40	1.15	.50	.40	.15	8L 4.25	
61	.40	.60	1.50	1.85	.50	.40	.15		
81	.40	.70	1.50	2.00	.50	.40	.15		

## PRICE LIST OF REPAIR PARTS FOR SHEAFFER'S PENCILS—MANIFOLD NIBS 50c EXTRA

No.	Long and Short Barrels	Caps	Erasers with Cups	Jump Rings	Mechanism New	Midget Barrels	New Clip
AA	\$ 0.50	\$ 0.25	\$ 0.05	\$ 0.10	\$ 0.50	\$ 0.50	\$ 0.25
AB	.75	.25	.05	.10	.50	.75	.25
EE	1.00	.35	.05	.15	.50	1.00	.35
BA	1.50	.60	.05	.15	.50	1.25	.50
BB, BC, BD, BE, BF, BG, BH	2.00	.60	.05	.15	.50	1.75	.50
B-1	3.50	.60	.05	.15	.50	3.25	.50
CA	2.00	.75	.05	.20	.50	1.75	.50
CB, CC, CD, CE, CF, CG, CH	2.50	.75	.05	.20	.50	2.25	.50
CT	3.75	1.10	.05	.35	.75	3.35	.75
DA	15.00	4.50	.05	.75	1.00	10.00	2.50
DB, DC, DD, DE, DF	20.00	4.50	.05	.75	1.00	10.00	2.50
DeLuxe	45.00	4.50	.05	.75	1.00	30.00	2.50

Midget caps and mechanism same prices as long.

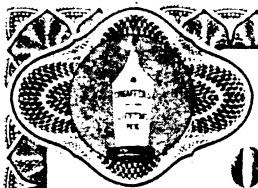
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Ex Lib.

1923-1924





# LIFETIME GUARANTEE ON SHEAFFER'S LIFETIME PEN

NO.  
B 239325

We, the W. A. Sheaffer Pen Company, guarantee the gold nib of the LIFETIME pen  
**LIFETIME**

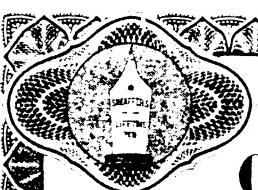
W.A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

EFFECTIVE FROM THIS DAY

FORWARD

DEALER

*W.A. Sheaffer*  
PRESIDENT



# LIFETIME GUARANTEE ON SHEAFFER'S LIFETIME PEN

NO.  
C 527586

We, the W. A. Sheaffer Pen Company, hereby guarantee unconditionally for the Life of the user, the Lifetime Pen against everything except loss; provided the pen, together with any broken parts, is sent to our factory or authorized service station, postage prepaid. Charge will be made for any missing parts, but not for the replacement of repair of broken or defective parts.

**LIFETIME**

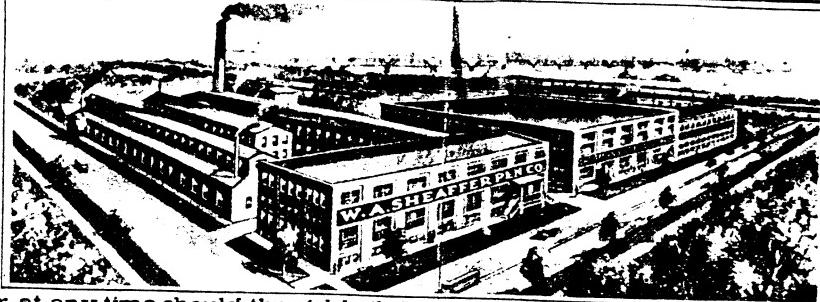
W.A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

EFFECTIVE FROM THIS DAY

FORWARD

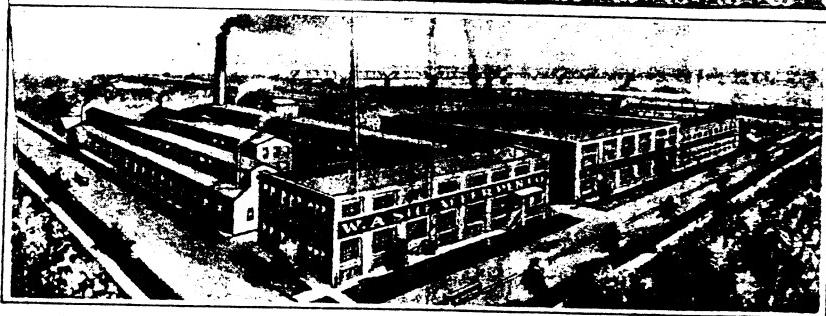
DEALER

*W.A. Sheaffer*  
PRESIDENT



Further, at any time should the gold nib become sprung, worn, spread or subject to any condition that renders it incapable of satisfactory service, the W. A. Sheaffer Pen Company will repair or replace said point, without charge to the user, upon receipt of the damaged gold nib and complete pen at our Factory.

**RETAIN THIS COUPON, it is our Pledge of Good Faith and Good Service.**



*Retain this coupon—it is our pledge of good faith  
and good service.*